



Extended Reality (XR) Reinventing the Customer's Experience

January 2024

Table of Contents

INTRODUCTION

Scope

Key takeaways of Extended Reality (XR)

Exploring extended reality (XR)

XR allows companies to engage with different consumer demographics

Extended Reality (XR) uncovered

RISE OF THE METAVERSE

Cost of headsets will continue to drop and XR content become widely available

Generative AI can generate XR experience according to the user's personal preferences

Roblox creates the largest metaverse with user-generated content (UGC)

Ocean Park banking on immersive experiences to combat declining tourism spending

Metaverse offers an interactive and immersive experience for consumers

DIGITALISATION OF ENTERTAINMENT

XR will reinvent home entertainment (hometainment)

Consumers are willing to pay for premium and exclusive experience like XR

Barbie debuts on the silver screen as Mattel transforms itself into an entertainment giant

Apple Vision Pro reinventing the user experience

Hometainment trend is set to continue as consumers start to enjoy being at home

SHIFT TOWARDS EXPERIENTIAL RETAILING

XR will change the way companies engage with their customers

Minecraft x Burberry brings high fashion to the masses in the metaverse and physical world

Central Retail embraces new ways to bring the mall to customers on digital platform

XR will revolutionise how brands engage with their customers

CONCLUSION

Key takeaways of Extended Reality (XR)

XR: How to win

Evolution of Extended Reality (XR)

Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/extended-reality-xr-reinventing-the-customers-experience/report.