

# Metaverse Offers Enormous Potential for Retailers to **Grow Customer Base**

Is it time for you to test the waters of the metaverse?



The metaverse represents a convergence of digital technology to combine and extend the reach and use of:

Cryptocurrency

Artificial Intelligence (AI)

Augmented Reality (AR)

Virtual Reality (VR)

Spatial computing

And more

Ultimately, the full vision of the metaverse will include the following:

Platforms and devices that work seamlessly with each other



The possibility for thousands of people to interact simultaneously

Use cases well beyond gaming



With its potential to generate up to **\$5 trillion** in value by 2030, the metaverse is too big for companies to ignore.

Maintaining loyalty among today's consumers means staying ahead of the curve. **Innovation** is that new kind of loyalty.

Metaverse investments in 2022 alone surpassed **\$120 billion**.

As you evaluate new technology, consider the impact of risk vs. reward. Will you be an early adopter or a laggard?

Companies who are already swimming in the retail metaverse waters:

- Amazon
- Walmart
- Home Depot
- Lowes
- Nike

**95%** of business leaders expect the metaverse to have a positive impact on their industry within **5 to 10 years**

**61%** expect it to change the way their industry operates

Swim to new sources of revenue, insights and customer engagement with the metaverse

Consider how you can employ the metaverse to your advantage with these potential use cases:

	Marketing	Product	Commerce	Supply Chain/Ops	Talent
HIGH	Product placement	Product testing and try-on	Enhanced ecommerce shopping	Manufacturing design, safety and testing	Employee collaboration
	Immersive marketing	Branded digital product	Augmented store experience	Contact center interactions	Immersive events
PRIORITY	Product demos	Digital and physical integration	Planogram and store layout visualization	Process simulation and refinement	Training and hands-on simulation
	Simulated ethnographic research	NFT partnerships and licensing	Metaverse demo/digital stores	Last-mile delivery and blockchain verification	
LOW	NFT-based loyalty programs				

## Future opportunities:

### Distributors

Create a digital version of your end-to-end supply chain, from raw materials to delivery, in real time

### Stores

Simulate the end-to-end impact of business and market changes

Deliver a true omnichannel experience through improved data tracking

Optimize store layouts by responding to shifting customer preferences

Enhance recommendations with in-store data

### Omnichannel planning

for the impact of metaverse on your revenue management ecosystem includes:



Promotion planning



Incentives and rebates



Marketing programs



Dynamic pricing

Ready to explore the risks and rewards of the metaverse further?

[Dive into the Blog](#)

Sources: McKinsey & Company, Accenture, National Retail Federation