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Consumers Aren't Ready For The Metaverse Yet

Mike Proulx, VP, Research Director SEP 21 2021

The metaverse moved from a fantastical concept to front-page news this past April after Epic Games announced \$1 billion of funding to support its long-term metaverse vision. In May, Microsoft laid out its “metaverse tech stack” that enables metaverse app development. Then in July, Mark Zuckerberg declared Facebook a “metaverse company.” Since then, the headlines of brands staking their claim on the nascent and amorphous metaverse have only continued to multiply.

Interest over time

Google Trends

United States. Past 12 months. Web Search.

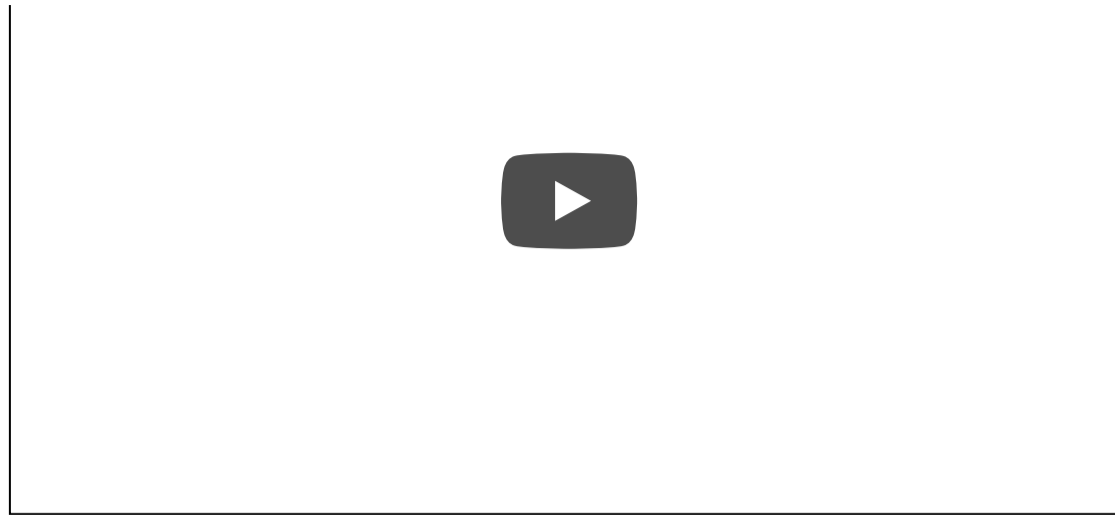
the metaverse



Touted as the successor to the internet, the metaverse promises an immersive and interoperable digital experience where one's persistent avatar can instantly transport to and interact across a set of connected virtual worlds. Like the internet, no one company owns the metaverse, but a standard set of protocols and currencies would create a seamless user experience — akin to the OASIS, featured in the book-turned-motion picture, Ready Player One.

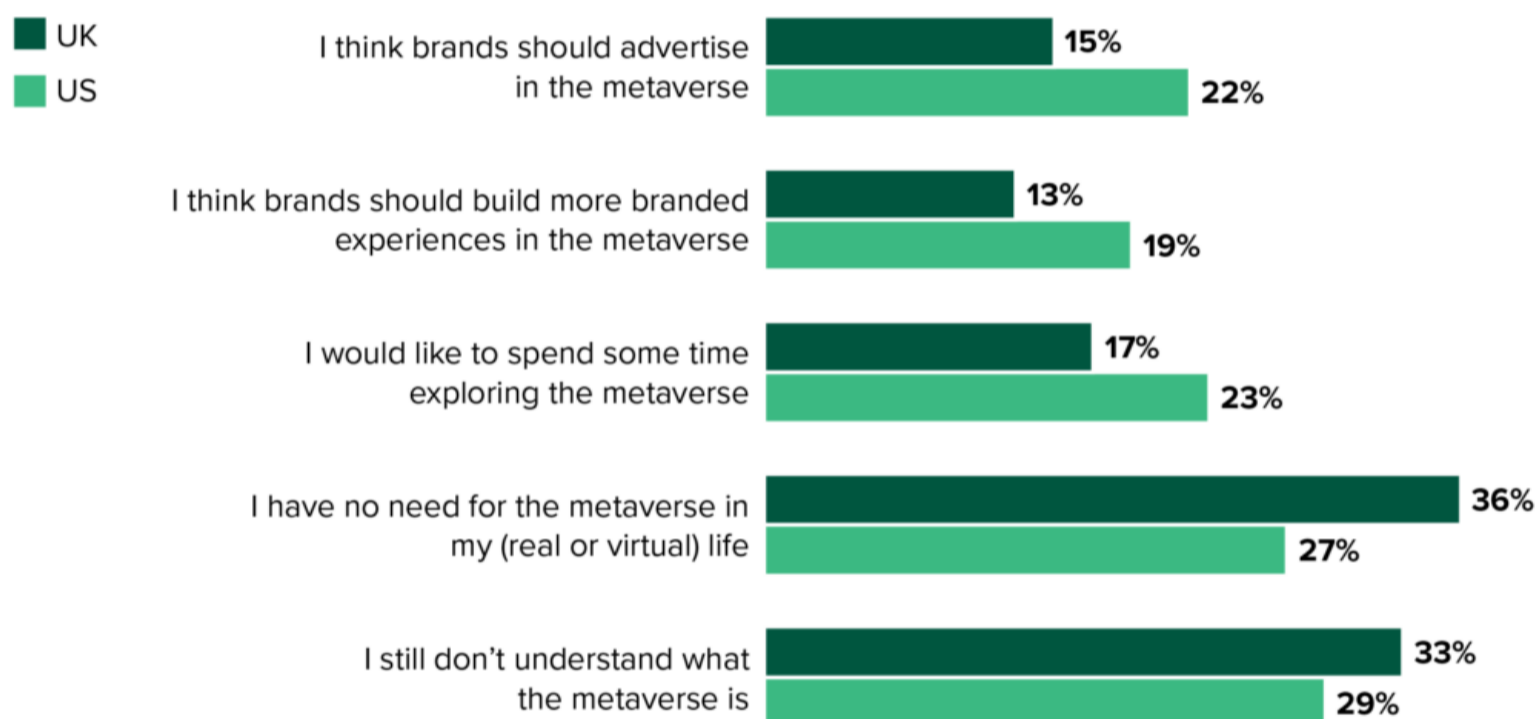
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In August, Forrester surveyed 1,263 online adult consumers (572 US and 691 UK) to learn about their current attitude toward the metaverse. We provided a brief description of the metaverse followed by a series of five statements where we asked respondents to select those that apply. Less than a quarter (23%) of respondents in the US and only 17% of those in the UK expressed that they would “like to spend some time exploring the metaverse.” Most either responded that they still don’t understand it (29% US and 33% UK) or indicated that they have no need for it in their lives (27% US and 36% UK).

“Which of the following describe your thoughts about the metaverse?”



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Brands: Test And Learn But Keep Your Expectations Low

The post-internet metaverse is far from reality. Still, several self-contained virtual world platforms like Fortnite and Roblox are providing opportunities for “metaverse-lite” brand activations — like those from [Ariana Grande](#), [Hyundai](#), and [Vans](#). But consumers aren’t sold quite yet: Forrester’s survey found just 19% of US online adults and 13% of UK online adults who indicated they think companies should build more branded experiences in the metaverse. In its current state, the metaverse is prime (virtual) real estate for brands looking to:

1. Make press headlines with first/early-mover media innovations
2. Test and learn as the metaverse evolves toward its vision

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The 2019 publication, Take The Mystery Out Of AI For IT Operations (AIOps) was a widely read Forrester report. It addressed lots of the core questions our industry had about this new thing called AIOps. It also went on to provide an approach for achieving the 2019 goal of AIOps. Like all new concepts, we [...]

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