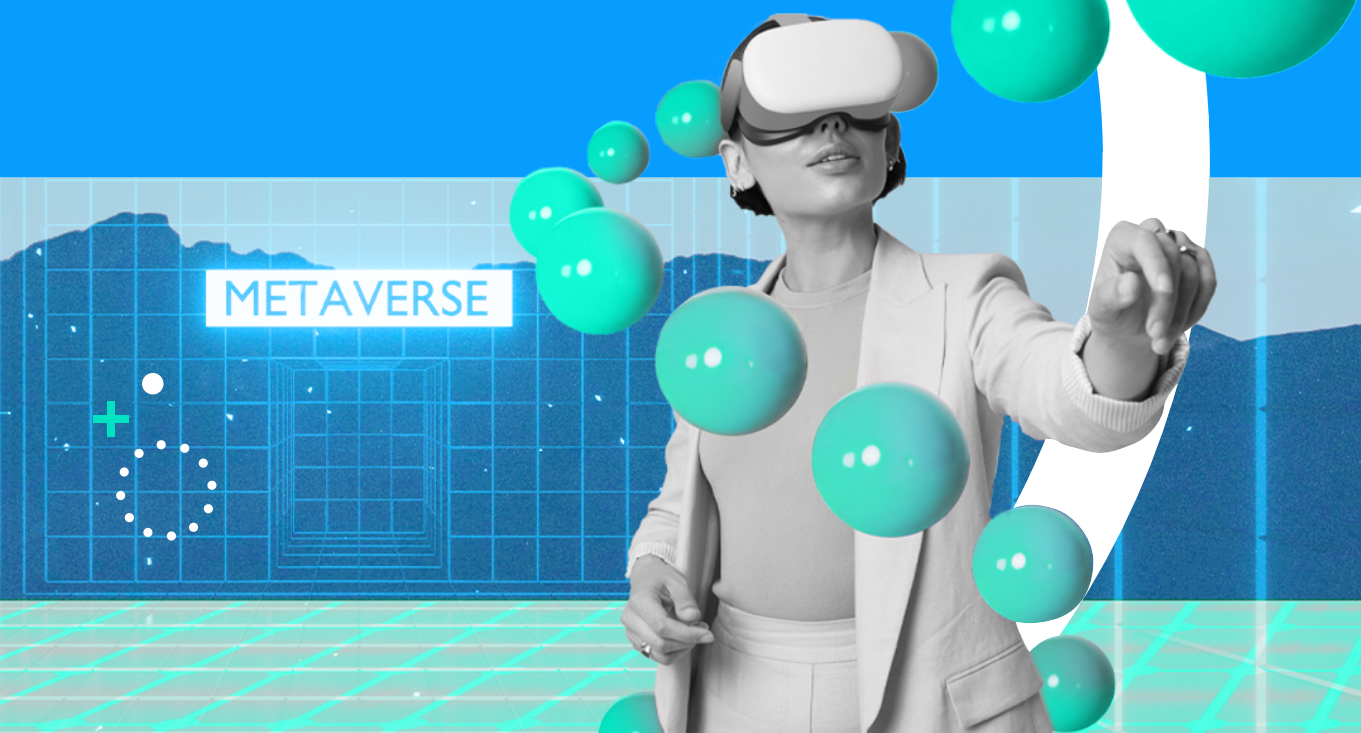


GLOBAL METAVERSE SURVEY 2022
DIGEST FRANCE

How Brands can Level up in the Metaverse





About

This report combines key results of our **global metaverse survey**, including specific highlights from the French panel, and **insights** on how brands in **Retail**, **Consumer Products** and **Financial Services** can imagine new experiences in the metaverse.



Panel

Region

Age

Gender

6421

ADULTS

4

COUNTRIES



- 35% UK
- 32% Germany
- 18% US
- 16% France



- 10% GenZ 18-24
- 16% Millennial 25-34
- 16% GenX 35-44
- 17% Baby boomer 45-54
- 41% Silent 55+



- 52% Female
- 48% Male



LEVEL UP IN THE METAVERSE

The metaverse. It sounds like something straight out of a sci-fi movie, but the term is being used to describe the next generation of digital experiences. In the same way that mobile drove Web 2.0, technologies like blockchain, virtual reality, and artificial intelligence will combine to create a new Web 3.0.

What does this mean for brands? What is the potential for future consumer engagement and brand loyalty? This report can unlock key insights on how to create new opportunities for brands and what they should consider when creating experiences for consumers in the metaverse.



TOP 3 DRIVERS

- Adoption is higher among Generation Z and younger
- Gamification experiences increase adoption
- Building brand engagement and awareness



TOP 3 BARRIERS

- Consumers are concerned about data privacy
- Lack of metaverse goods slows adoption
- Most customers aren't ready to purchase virtual products yet



TOP 3 IMPROVEMENTS

- Create new buying channels
- Collect demand signals for product development
- Test different experiences and look for friction points



Key Takeaways



#1



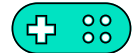
Gain access to Gen Z

Research shows that most consumers aren't on metaverse platforms—yet. Gen Z is most familiar with the metaverse compared to other generations, yet familiarity is still relatively low with only **39%** indicating they are familiar with the metaverse.

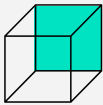
#2

Create new buying channels

With gaming being one of the most popular activities in the metaverse today, brands could benefit from developing **gamified shopping experiences**, as it would allow them to build upon what consumers enjoy and are already familiar with, potentially driving additional engagement.



#3



Collect demand signals for product development

A third of global consumers are interested in using the metaverse to see **how products look in 3D** before making purchases, and a little over one in four indicated that they would like to virtually try on clothing or view different fashion looks before making a purchase.

#4

Alleviate Concerns

More than half of consumers are worried about harassment, inclusion and **data privacy** in the metaverse and expect brands to address these Web 2.0 issues before the adoption of Web 3.0. To build trust, brands should clearly communicate how data is being collected and why, as well as what value it will provide to the consumer—for example, more personalized experiences.

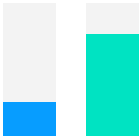




Key Findings

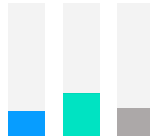


#1 Most global respondents are unfamiliar with the metaverse



- Only a quarter (**25%**) of global respondents are very or somewhat familiar with the metaverse.
- **76%** of global respondents have never accessed the metaverse.

#2 Very few have engaged in any metaverse activity



- Those who have (**19%**),
- have done so primarily for playing games (**32%**)
- followed by socializing (**20%**).

#3 Despite the lack of familiarity, consumers are showing interest in trying things

21%

When asked which metaverse activities they would like to do, most global respondents said they would like to experience a vacation destination before traveling to see if they'd like to visit.



WHAT ABOUT FRENCH CONSUMERS?

French consumers are significantly more interested in doing things in the metaverse than other countries (**51%** against **43%** globally).

French consumers are more interested to try on clothes and see different fashion looks in the Metaverse before making purchases than other countries (**31%** against **26%** globally).

#4 But they don't own any metaverse goods – yet



Lack of metaverse goods is highest in the UK (**87%**) and France (**86%**).



Gen Z and Millennials report owning metaverse goods over all other generations (**31%** vs. **18%** overall).

#5 Concerns must be answered

Most global respondents strongly or somewhat agreed that they have concerns about:

68%

- Concerns about collection of their data
- Concerns about verifying someone is who they say they are

61%

Safety and protection in the metaverse, including sexual harassment



Most consumers have concerns about the metaverse, especially consumers in the UK and France.



State of the Metaverse in 3 industries

State of the Metaverse in Retail

What Does Retail Look Like in Web 3.0?
How Retailers Are Approaching NFTs, Virtual Reality and AI.

 [LEARN MORE](#)



State of the Metaverse in Consumer Products

How should consumer products (CP) companies create an authentic engagement strategy for this next-generation commerce channel?

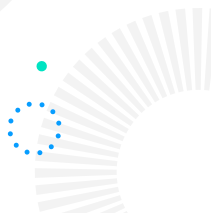
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State of the Metaverse in Financial Services

Web3? Crypto? The metaverse? Here are three ways you can cut through the noise and transform your business with the newest tech.

 [LEARN MORE](#)





STATE OF THE METAVERSE IN 3 INDUSTRIES

State of the Metaverse in Retail



What could Web 3.0 solve for retail?

Shopping will likely become more seamless for shoppers, making the discovery of products more accessible. Making it possible for consumers to save their searches and carry them through the different retailer websites they're browsing.

One proposition for Web 3.0 social networks is the ability to choose when and how users share their data with companies in exchange for some sort of value, including payment for content creators.

How AR/VR wearables will develop

Some retailers, like luxury clothing house Hugo Boss, have already started to dive in. The company is testing AR to create digital mannequins with customers' exact body measurements to try on clothing virtually. Amazon has launched a similar feature for shoe tryon, where customers can use their phone camera to see how a pair of shoes would look on their feet from different angles.



We are at the beginning of the journey in mass producing AR and VR hardware at affordable prices, which means retailers should prepare to double down on this technology. ”



AJ DALAL

According to AJ Dalal, Senior Managing Director, Data & Web3 Strategy at Publicis Sapient

Preparing your company for Web 3.0

Just as e-commerce and Web 2.0 have transformed the retail industry, Web 3.0 is poised to do the same and become even more exciting. While many experts are focused on the initial hype—and even fear—surrounding the buzzword, a significant opportunity to make the shopping experience better lies ahead.

What's most important for retailers is understanding the current limitations of Web3 technology yet still **choosing to solve a business use case and build a new architecture around it.**



STATE OF THE METAVERSE IN 3 INDUSTRIES

State of the Metaverse in Consumer Product



Defining a metaverse strategy for CP brands

The average age of a metaverse user is anywhere from 16–27, and while experts predict this pool of users to increase drastically, **adoption will be much higher among Generation Z and younger**. This age group is incredibly value driven, persuaded by social proof and looking for personalization, hence the reason many consumer products brands are looking at gamification as a foot in the door to these virtual worlds.



The current Web 3.0 community is very passionate. And Web 3.0 is being built on the principle of decentralization. Companies should be transparent in sharing their Web 3.0 roadmap with their community. ”



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Unlocking a new digital revenue stream

Instead of pivoting straight to commerce in the metaverse, some brands are using it to build brand engagement and awareness, similar to building engagement on traditional social media.

This new potential for a revenue stream from digital assets presents a challenge for brands: What new digital assets can your brand provide that consumers gain value from?

In 2023, companies can prepare for or test digital assets while understanding that until the metaverse is widely adopted, **most customers won't be motivated to purchase virtual products**.

Preparing for metaverse partnerships in 2023

While this is just the start of the companies' experimentation, **partnership can demonstrate what a future retail experience could look like**. Just as CPs and retailers connect and share data for social media campaigns or retail media networks, similar opportunities for collaboration are being built for the metaverse. However, CPs can see the metaverse as a clean slate—and an opportunity to build new ways of working from the ground up.



STATE OF THE METAVERSE IN 3 INDUSTRIES

State of the Metaverse in Financial Services



Admin and product development

Due to the traceable and non-editable nature of the data, **blockchain technology can help to highlight and eliminate common sources of fraud in the insurance industry.** As data within a blockchain is traceable, insurers will be able to see if a customer has made multiple claims from the same incident, even if the claim was made through different companies.

Decreased cost in trading

Blockchain provides a digital ledger that keeps the record of each shareholder's position. For banks and funds, this can be leveraged to improve the efficiency of many administrative processes. The market is growing and becoming more confident in the digital ledger, as this happens, it will be considered as the "golden copy" of transaction information. There is then the potential for reconciliation to be entirely obviated, as all **parties involved in trading rely on and have faith in this ledger.**



Digital assets continue to gain momentum, and fund managers, along with other traditional financial institutions, are overcoming their outdated beliefs and skepticism to leverage the potential these assets offer. ”



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Underwriting, payments and claims in the metaverse

Cryptocurrency is one of the biggest tentpoles of Web3 and is a vital part of our theorized digital future. Following the coronavirus pandemic the popularity of crypto has skyrocketed, in response to the increasing popularity of crypto, AXA Switzerland have since enabled private customers to pay for select premiums with bitcoin.

The blockchain technology that powers crypto enables automated real-time data collection, which could dramatically speed up the claims process.

Meanwhile, the process of underwriting can also become much more transparent, quicker and efficient through the use of blockchain technology as well.

The traceable data trail left by Blockchain can help to foster transparency and has been the backbone in facilitating the landmark.

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