

GLOBAL CONSUMER TRENDS

**THE NEW EXPERIENCE ECONOMY:
THE METAVERSE & VIRTUAL EXPERIENCES**



OVERVIEW

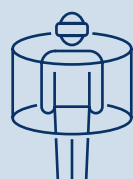
Global Consumer Trends: The New Experience Economy The Metaverse & Virtual Experiences

Nearly everyone's lives have been changed by the pandemic, and for almost half of the global population, it's changed profoundly, bringing with it new mindsets and behaviors. Now, people are prioritizing quality time with loved ones, taking care of their health, having time to pursue their hobbies and create memorable experiences. And for many, those experiences became virtual.

Demand for online experiences grew in several categories from fitness to travel, entertainment and culture. And currently, 1 in 4 consumers are interested in some form of virtual experience in the metaverse. People say they value the ability to stay home and experience something far away but feel it's just not the same as being there in person. Could immersive technology create a more engaging virtual experience in the New Experience Economy?

Read the excerpt from Dynata's newest report, *Global Consumer Trends: The New Experience Economy*, which uses responses from 11,000 consumers across 11 countries –the US, Canada, the UK, France, Spain, Germany, Italy, the Netherlands, China, Japan and Australia, for insight into the global trends shaping the future of virtual experiences.





CONSUMERS SEE POTENTIAL FOR METAVERSE CULTURAL EXPERIENCES

% “extremely” or “very” interested in:



28%

**VIRTUAL
TRAVEL**

27%

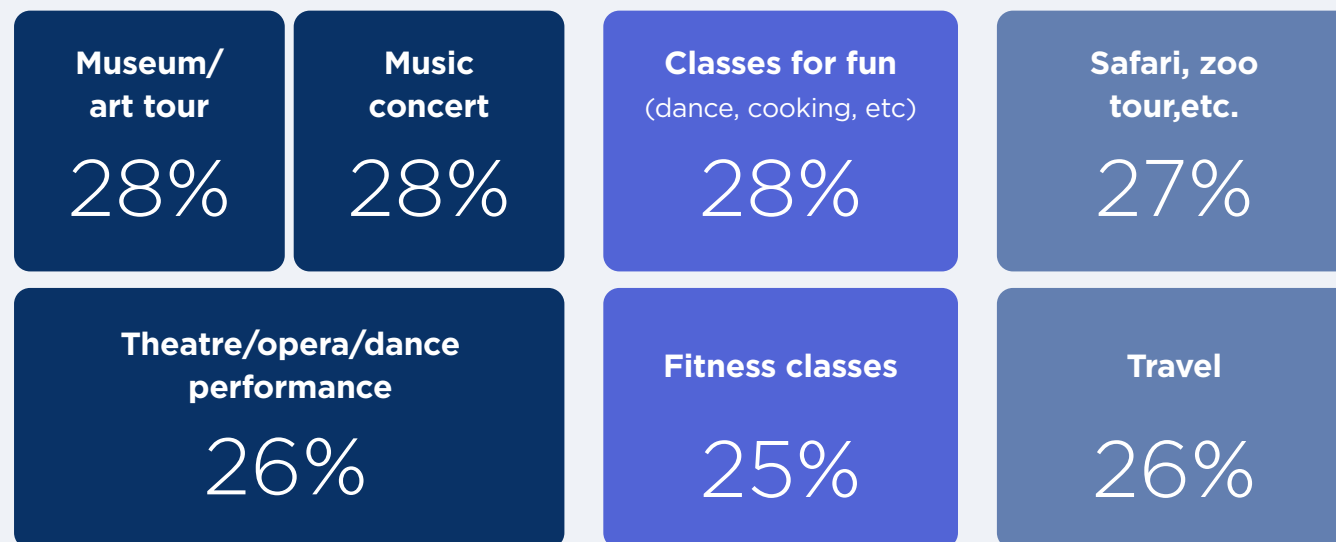
**VIRTUAL
CONCERTS**

26%

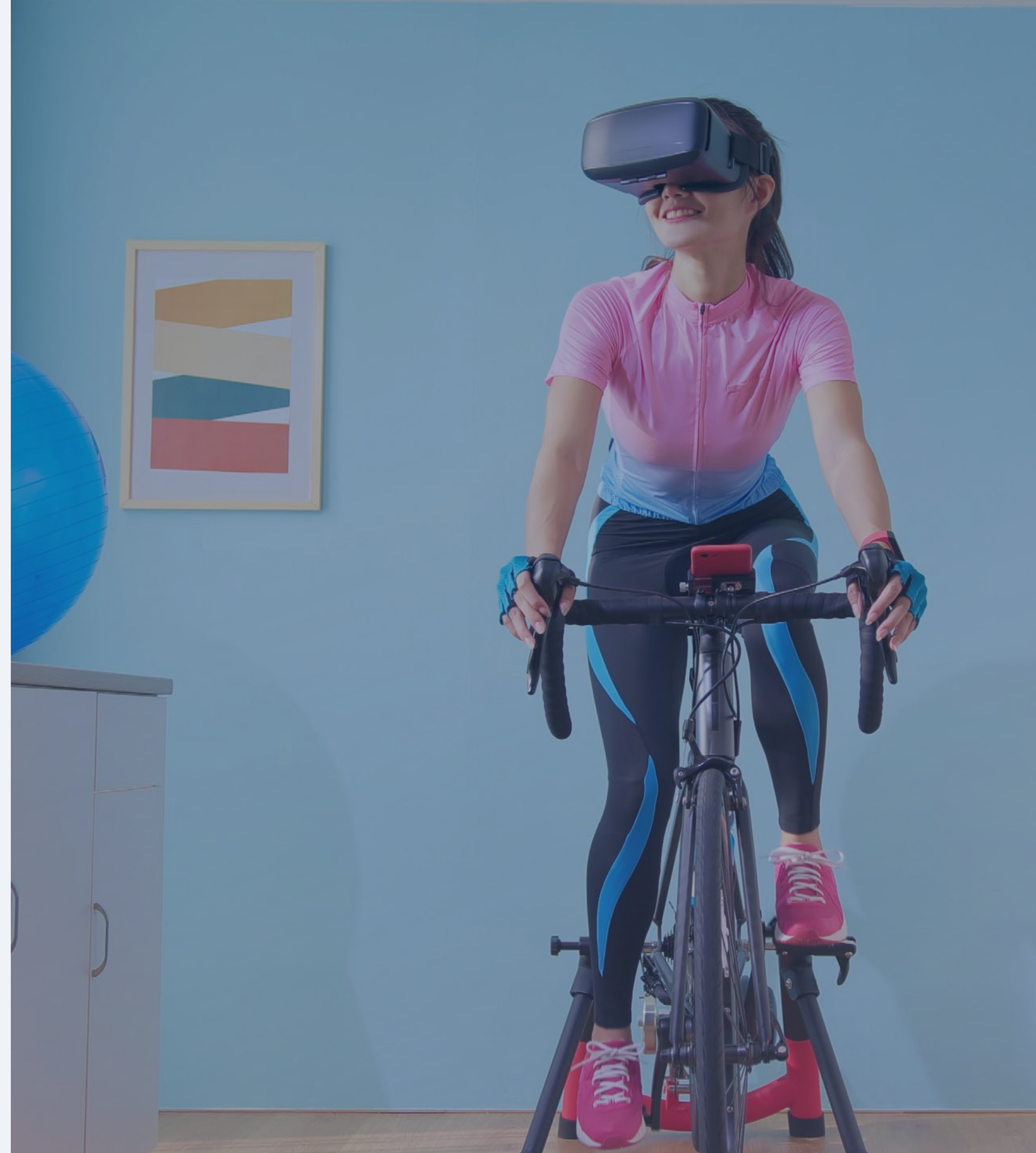
**VIRTUAL
MUSEUMS**

1 IN 4 CONSUMERS GLOBALLY ARE INTERESTED IN VIRTUAL EXPERIENCES, FROM CULTURE, TO TRAVEL, TO FITNESS

% 'EXTREMELY' OR 'VERY' INTERESTED IN THESE TYPES OF VIRTUAL OR ONLINE EXPERIENCES

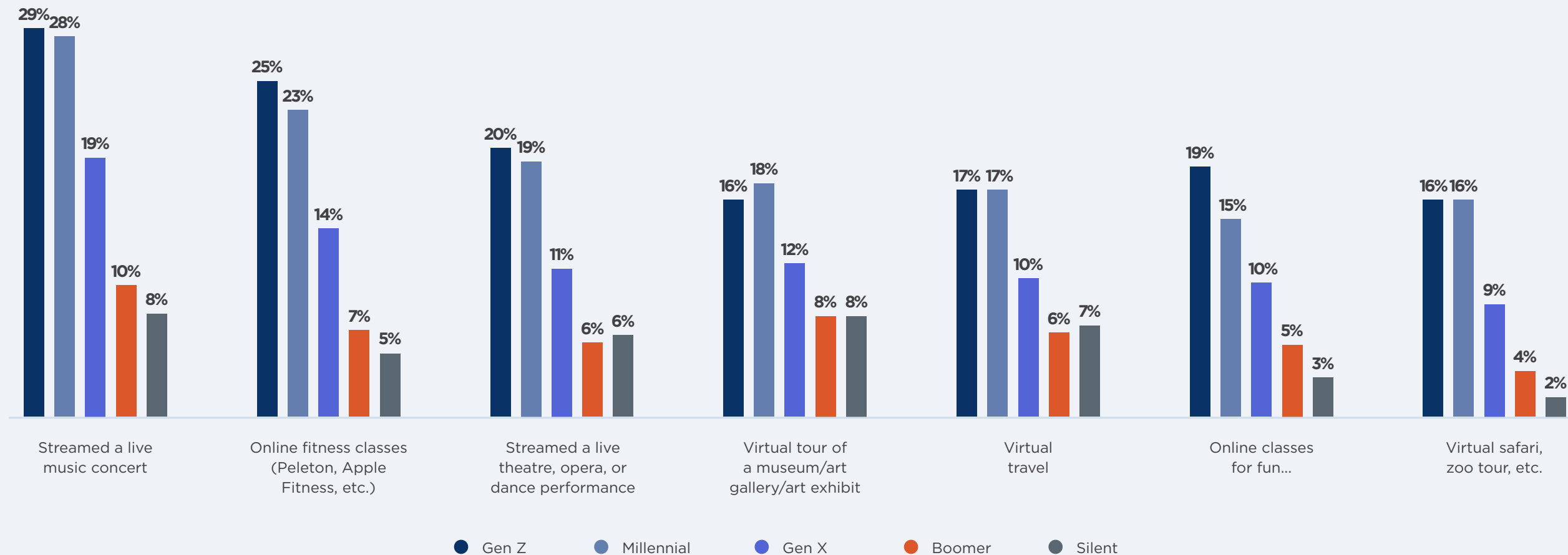


CHINA AND SPAIN ARE MOST INTERESTED IN THESE KINDS OF VIRTUAL EXPERIENCES



GEN Z AND MILLENNIALS ARE MOST LIKELY TO HAVE PARTICIPATED IN VIRTUAL/ONLINE EXPERIENCES SINCE THE PANDEMIC BEGAN

% WHO HAVE DONE THESE TYPES OF VIRTUAL/ONLINE EXPERIENCES SINCE THE PANDEMIC BEGAN

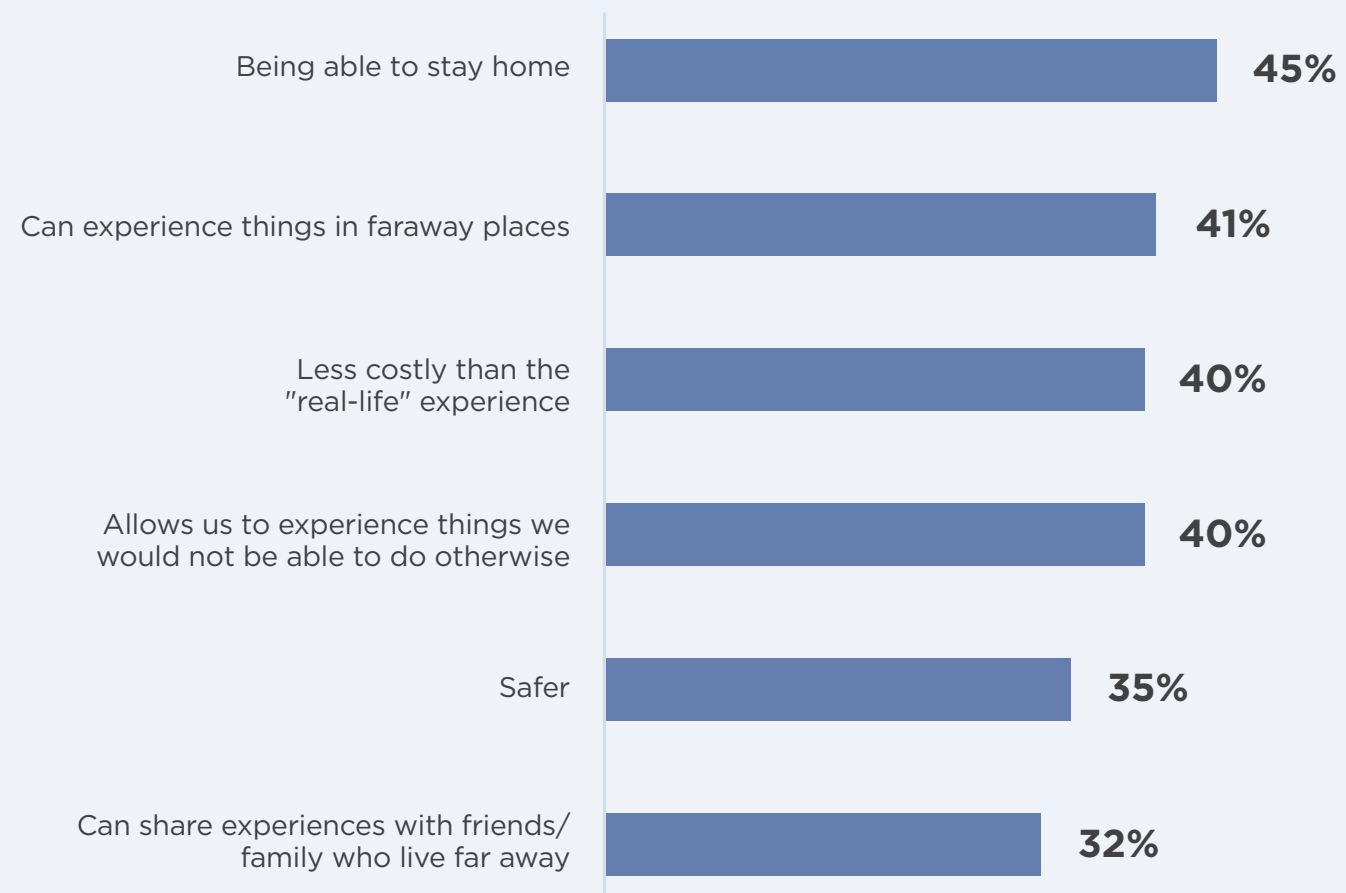


On average, 56% of those who participated in these experiences say they are likely to do so again in the next year - especially Millennials (61%) and Gen X (59%)

CONSUMERS FIND VIRTUAL ENTERTAINMENT EXPERIENCES **CONVENIENT AND COST-EFFECTIVE**, BUT ULTIMATELY NOT THE SAME AS BEING THERE

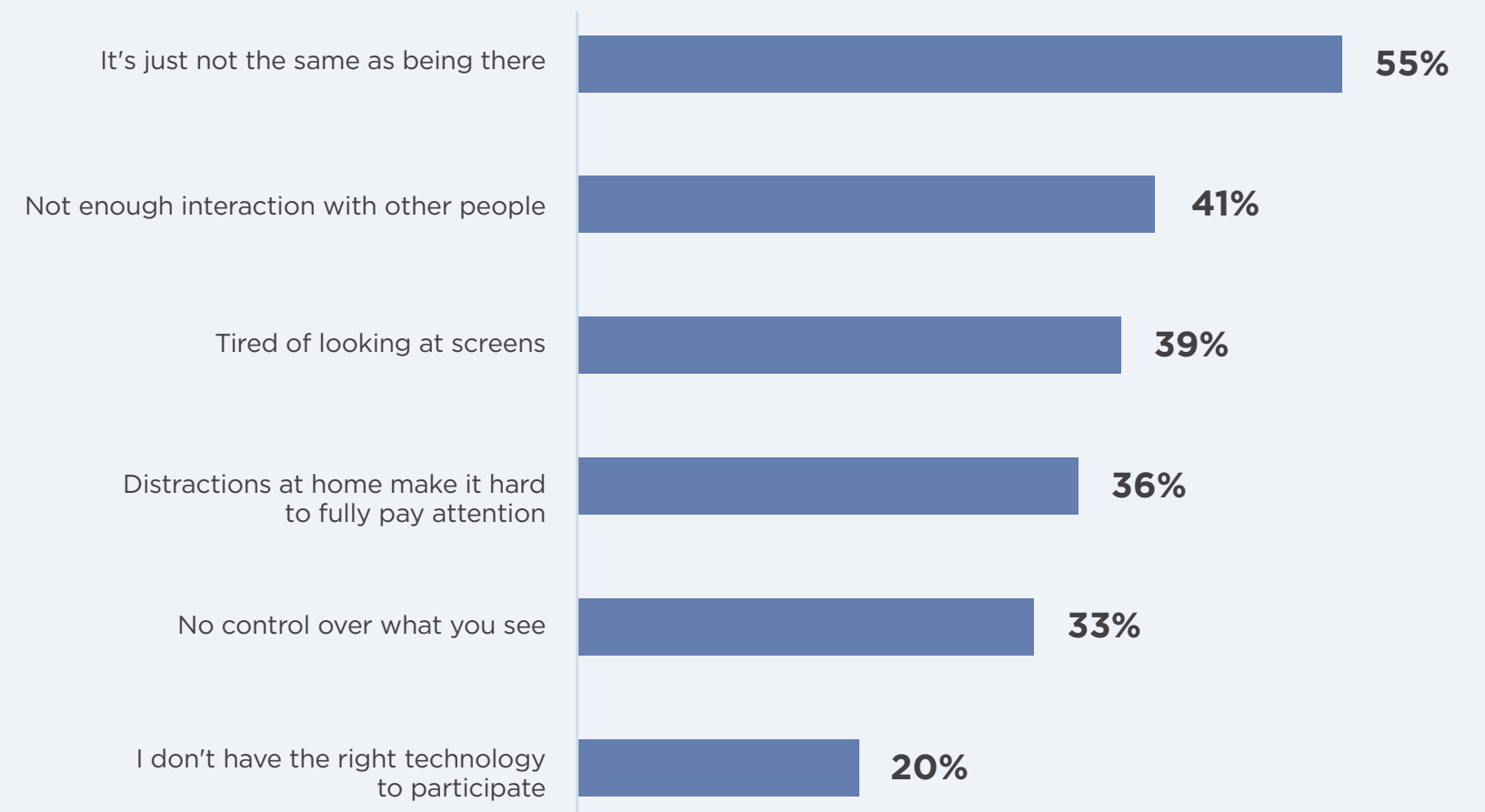
BENEFITS OF ONLINE/VIRTUAL ENTERTAINMENT EXPERIENCES

Among those who have participated



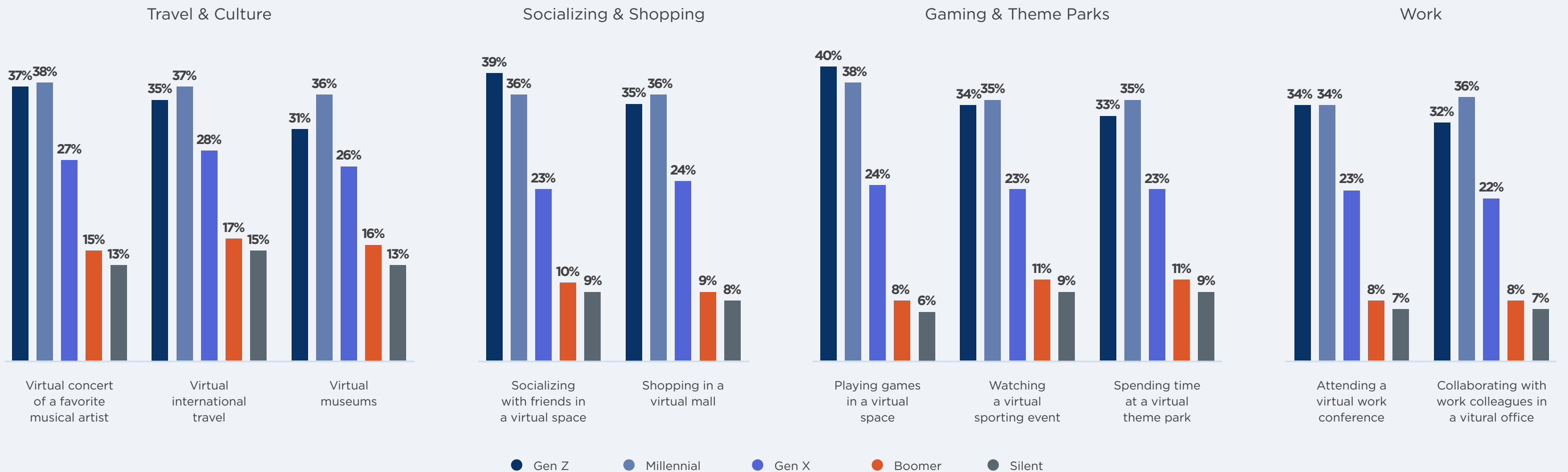
DRAWBACKS OF ONLINE/VIRTUAL ENTERTAINMENT EXPERIENCES

Among those who have participated



INTEREST IN **METaverse EXPERIENCES** CENTERS ON YOUNGER PEOPLE AND IS HIGHEST FOR CONCERTS, TRAVEL, SOCIALIZING AND GAMING

% 'EXTREMELY' OR 'VERY' INTERESTED IN THESE POTENTIAL METaverse EXPERIENCES



When asked which areas of life the metaverse has the potential to transform, **“cultural experiences”** was the most popular choice



METHODOLOGY

Dynata's *Global Consumer Trends: The New Experience Economy* survey covered the USA, Canada, the UK, France, Spain, Germany, The Netherlands, Italy, China, Japan, and Australia from February 4 to February 10, 2022.

Participants were selected across all Dynata's research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region. Generations were broken out as follows: Gen Z - age 16-24; Millennial - 25-39; Gen X - 40-55; Baby Boomer - 56-74; and Silent - 75+.

Sample sizes were USA (1,001), Canada (1,000), UK (1,000), Spain (1,000), France (1,001), Germany (1,000), The Netherlands (1,000), Italy (1,000), China (1,000), Japan (1,000) and Australia (1,000) - Total 11,002. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.



For more information, please visit www.dynata.com
or contact info@dynata.com.

www.dynata.com

© 2022 Dynata, LLC. All rights reserved.