



Euromonitor  
International

# Extended Reality (XR) Reinventing the Customer's Experience

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## 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

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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](https://www.euromonitor.com/extended-reality-xr-reinventing-the-customers-experience/report).