

Key Market Driver In Virtual Humans Industry 2025: Metaverse Expansion Fuels Growth In The Market

The Business Research Company's Virtual Humans Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, February 19, 2025
/EINPresswire.com/ -- How is the Virtual Humans Market Expected to Grow in the Near Future?



The Business
Research Company

The Business Research Company

The [virtual humans market size](#) has seen exponential growth in the past few years. The market is set to grow from \$34.88 billion in 2024 to \$51.94 billion in 2025, reflecting a compound annual growth rate CAGR of 48.9%. This significant growth during the historic period can be attributed to rising adoption of virtual assistance and chatbots, expansion of the metaverse, increased digitalization, and growing smartphone penetration.



Updated 2025 Market Reports Released: Trends, Forecasts to 2034 – Early Purchase Your Competitive Edge Today!

”

*The Business Research
company*

Get Your Free Sample Market Report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=20692&type=smp>

Looking towards the future, the virtual humans market is

predicted to witness exponential growth, escalating to \$252.61 billion in 2029 at a CAGR of 48.5%. The forecast period's growth is attributed to the rise of e-commerce, demand for personalized experiences, increasing expansion of the metaverse, growing acceptance of digital influencers, and a grave focus on enriching customer experience. Technological advancements, integration of artificial intelligence, multilingual capabilities, personalized experiences, and collaborations with influencers have emerged as significant trends in the forecast period.

What Factors are Expected to Drive the Virtual Humans Market Forward?

The rapid expansion of the metaverse is projected to propel the growth of the virtual humans market. The metaverse represents a shared virtual space created by the convergence of virtually enhanced physical reality and physically persistent virtual reality. The expansion of the metaverse is driven by an increased interest in digital experiences, remote work and socialization opportunities, and cultural shifts.

Virtual humans, or digital avatars, play a crucial role in the metaverse, representing users, AI-driven characters, and standalone entities with specified functions. They are a fundamental part of shaping user experience within the metaverse, creating richer, more personalized, and interactive digital environments. The UK Intellectual Property Office estimates the Metaverse user base will rapidly grow to a staggering 1.4 billion users by 2030, with a whopping projected market size of \$490.4 billion, which further propels the growth of the virtual humans market.

Order Your Report Now For A Swift Delivery:

<https://www.thebusinessresearchcompany.com/report/virtual-humans-global-market-report>

Which Companies are Leading the Way in the Virtual Humans Market?

Technology moguls such as Google LLC, Samsung Electronics Co. Ltd., Microsoft Corporation, Alibaba Group Holding Limited, Meta Platforms Inc., NVIDIA Corporation, and iFLYTEK Co. Ltd. are among the major players operating in the virtual humans market. Other key industry contributors include Unity Software Inc., Epic Games Inc., Xsens Technologies B.V., Reallusion Inc., Soul Machines Limited, AltspaceVR Inc., Cubic Motion Limited, Datagen Technologies Ltd., Inworld AI Inc., 3Lateral d.o.o., Faceware Technologies Inc., Offbeat Media Group LLC, Quantum Capture Inc., UneeQ Limited, and VNTANA Inc.

What are the Emerging Trends in the Virtual Humans Market?

Industries are focusing on developing technologically innovative solutions, such as AI-driven virtual human technologies, to enhance human-computer interaction and create more realistic avatars. These developments will expand use cases across numerous industries. One such instance is the collaboration between Nvidia Corporation and Aww Inc. in June 2024, aiming to enhance AI-driven virtual human technology, specifically focusing on their virtual influencer, imma. This represents a significant leap forward in AI-driven virtual human technology, aiming to redefine user engagement and interaction across industries.

How is the [Virtual Humans Market Segmented](#)?

The virtual humans market report offers insights divided into several categories:

1 By Type: Avatars, Autonomous Virtual Humans

2 By Application: Gaming And Entertainment, Simulation And Training, Virtual Reality VR And

Augmented Reality AR, Customer Service And Virtual Assistants, Marketing And Advertising, Other Applications

3 By Industry Type: Banking, Financial Services And Insurance BFSI, Education, Retail, Healthcare, Automotive, Aerospace And Military, Information Technology And Telecommunications, Gaming And Entertainment, Marketing And Advertising, Other Industries

Subsegments:

1 By Avatars: 2D Avatars, 3D Avatars, Customizable Avatars, Realistic Avatars

2 By Autonomous Virtual Humans: AI-Powered Virtual Assistants, Socially Interactive Virtual Humans, Virtual Influencers, Customer Service Virtual Humans

What is the Regional Breakdown of the Virtual Humans Market?

North America was the largest region in the virtual humans market in 2024. However, the Asia-Pacific is expected to be the fastest-growing region in the forecast period, with Western Europe, Eastern Europe, North America, South America, Middle East, Africa also forming significant contributions to the market.

Browse for more similar reports-

Virtual Reality Devices Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/virtual-reality-devices-global-market-report>

Virtual Reality Services Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/virtual-reality-services-global-market-report>

Virtual Reality Software Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/virtual-reality-software-global-market-report>

Learn more about [The Business Research Company](#). With over 15000+ reports covering 27 industries across 60+ geographies, The Business Research Company has built a reputation for providing comprehensive, data-rich research and insights. With 1,500,000 datasets, in-depth secondary research, and unique insights from industry leaders, you can access the information you need to stay competitive.

Contact us at:

The Business Research Company: <https://www.thebusinessresearchcompany.com/>

Americas +1 3156230293

Asia +44 2071930708

Europe +44 2071930708

Email us at info@tbrc.info

Follow us on:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

YouTube: https://www.youtube.com/channel/UC24_f10rV8cR5DxICpgmyFQ

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/787332066>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.