

# Gearing Up for the Enterprise Metaverse

Key stats and insights you should know as the push toward the metaverse is underway - including use cases, enabling technologies, and regional revenue opportunities.

## Introduction

The metaverse opportunity within the enterprise market is largely grounded on **pre-existing** trends and market opportunities. The metaverse should be viewed as a **catalyst** for innovation and a means to engender efficiencies, accessibility, and inclusion, while generating value beyond prevailing market growth rates. Lines of delineation between the consumer and enterprise metaverse(s) need to be drawn to accommodate different market needs and potential.

**US\$8.6 billion** in immersive collaboration revenue in 2030, up from just US\$42 million in 2022.

By 2026, virtual HQ revenue will surpass **US\$1 billion**

*"While it is still early days for the immersive aspects of the market, there is still significant value in supporting the hybrid workspaces and virtual events, which are likely to remain part of future conferences and events."*

- Michael Inouye, Principal Analyst for ABI Research

**94.5%** Immersive collaboration revenue is growing at a CAGR of 94.5% between 2022 and 2030.

Virtual events will represent a market opportunity of

**US\$9.1 billion**



**18 million** VR headset shipments expected in 2027 for non-consumer and non-government applications.

In the industrial market, **digital twins and simulations** will drive significant demand on the compute side, which will span both on-premises and cloud/edge.

## What Is Immersive Collaboration?

Immersive collaboration refers to the platforms and services that cater to collaboration within virtual or immersive environments. These technologies play a leading role in the buildup to the metaverse and, to date, have had the most traction within industries where 3D design is critical (e.g., AEC, automotive design, and manufacturing). Immersive collaboration will account for **35%** of total collaboration market market (software/services, dedicated video collaboration, and hardware).

## Immersive Collaboration Revenue 2022



## Immersive Collaboration Revenue 2030



### Sources

ABI Research's *Evaluation of the Enterprise Metaverse Opportunity* research report. <https://abi.link/3RMDkRF>



ABI Research's *Enterprise Metaverse: Future of Work* market data report. <https://abi.link/3SpxZ4y>

