



# Beyond gaming: The real metaverse opportunity

Reimagining how we engage and create value together



The metaverse is reshaping the way businesses and consumers engage, transact, socialize, and work. KPMG recently conducted a survey to gather perspectives, expectations, and feelings towards metaverse participation. **Discover the findings below.**

## Accelerating the 'phygital' world

The metaverse provides a uniquely immersive and authentic experience where digital and physical worlds come together, opening up new ways for businesses, civil society, and individuals to create value, form communities, and solve problems.

**59%** of consumers report they expect a significant impact from the metaverse in the next **five years**.

**48%** of consumers anticipate a significant impact in the next **12 months**.



This virtual world is reshaping how we interact with one another, with **77%** of respondents saying it allows or could allow them to personally connect with friends and family. **76%** say it enhances or could enhance learning opportunities like job training and education.

Net significance includes responses of: extremely, very, and somewhat significant.

## A wide range of possibilities

Respondents see use cases for the metaverse from telemedicine and shopping to civic participation and entrepreneurship.

The majority of U.S. adults, regardless of their current participation in the metaverse, are interested in virtual experiences.



**41%** of respondents would prefer to learn about the metaverse through social media, and **39%** would prefer through family and friends. Only **15%** wanted to learn about the metaverse from their employer.

## Building a responsible metaverse

We must be intentional about promoting inclusivity and accessibility in the metaverse from the outset.

Affordable access to metaverse tech and customization options for avatars are cited as the most important factors for an equitable and inclusive metaverse experience.



**38%**  
Affordable access to metaverse tech



**36%**  
Customization options for avatars

## Addressing concerns

**80%** say **privacy** is the top concern when using the metaverse.

**79%** point to **securing personal information** as a concern.

In the same vein, feeling secure about privacy and security of personal information are the most important factors to encourage participation.

## How KPMG can help

KPMG is uniquely positioned to help clients realize the opportunities this digital transformation represents. Learn more at [visit.kpmg.us/metaverse](https://www.kpmg.us/metaverse).

Source: KPMG in partnership with KRC Research conducted a 20-minute online survey among 1,000 U.S. adults (ages 18 to 65). The survey took approximately 20 minutes to complete. KPMG was not identified as the sponsor.

Demographic quotas were put in place for the following to ensure a sample that is approximately representative of the U.S. population: gender (women and men), region (Northeast, South, Midwest, and West), age (18-25, 26-41, 42-57, and 58-65), and race and ethnicity. The survey was fielded from July 5 to July 11, 2022.

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