



CASE STUDY

Understanding the State of Metaverse in India





Client

A Consulting Firm



Industry

Technology



Solution

Market Assessment



Region

India





OBJECTIVE AND SCOPE

The client, a management consulting firm, wanted to understand the current state of Metaverse in India including the reasons for its popularity, user demographics, engagement level and business strategies around it. For this, it sought Benori's support in understanding:

- The engagement of Indian companies with Metaverse and their future plans in terms of talent, skills and related technologies
- The challenges faced in adoption of Metaverse





APPROACH

We carried out an online survey among industry leaders from 100-120 companies across various industries to gain insights on the user demographics, assess their knowledge of metaverse, and learn about their company's adoption strategies for the Metaverse.



METHODOLOGY



Secondary
Research



Primary
Research



Data
Modelling





Impact

The report helped the client in understanding:

- Awareness and acceptance levels of Metaverse among business leaders
- Adoption levels of Metaverse across various industries
- Availability of necessary talent to leverage Metaverse at its full potential
- Key concerns surrounding the adoption of Metaverse



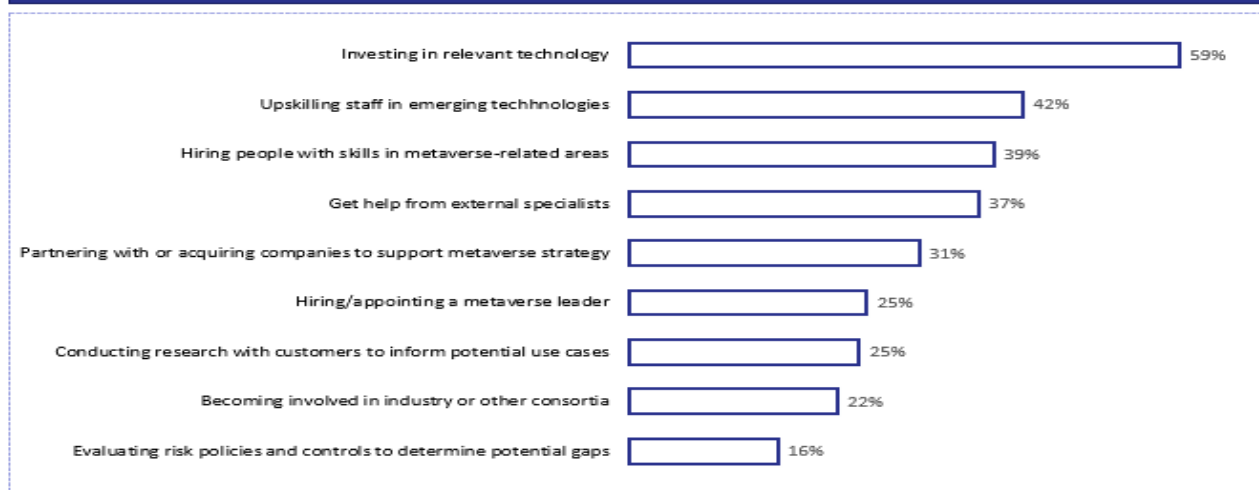
Sample Output

User Demographics

Which age group do you fall into?	Which of the following best describes your gender?	Which industry (sector) does your organization represent?	What according to you is the turnover of the company?	How would you best describe your understanding of the term 'the metaverse'?
30 – 40 years	Male	Any other industry (please	INR 3,000 crores and	Have a detailed understanding and stay up to
30 – 40 years	Male	Technology, Media, and	INR 500 – 3,000 crores	Have a detailed understanding and stay up to
40 – 50 years	Male	Industrial Products	INR 500 – 3,000 crores	Have a detailed understanding and stay up to
40 – 50 years	Male	Retail & Consumer	INR 3,000 crores and	Have a detailed understanding and stay up to
30 – 40 years	Male	Technology, Media, and	INR 3,000 crores and	Have a good understanding
40 – 50 years	Male	Financial Services	INR 3,000 crores and	Have a good understanding
30 – 40 years	Male	Technology, Media, and	INR 500 – 3,000 crores	Have a good understanding
30 – 40 years	Male	Technology, Media, and	INR 3,000 crores and	Have a good understanding
30 – 40 years	Male	Technology, Media, and	INR 3,000 crores and	Have a good understanding
40 – 50 years	Male	Technology, Media, and	INR 3,000 crores and	Have a detailed understanding and stay up to
40 – 50 years	Male	Any other industry (please	INR 3,000 crores and	Have a detailed understanding and stay up to
40 – 50 years	Female	Technology, Media, and	INR 3,000 crores and	Have a good understanding
40 – 50 years	Male	Technology, Media, and	Less than INR 500	Have a good understanding
40 – 50 years	Female	Technology, Media, and	INR 3,000 crores and	Have a detailed understanding and stay up to
40 – 50 years	Male	Financial Services	Less than INR 500	Have a good understanding
Below 30 years	Male	Technology, Media, and	Less than INR 500	Have a good understanding
40 – 50 years	Male	Financial Services	INR 3,000 crores and	Have a little understanding
40 – 50 years	Male	Pharma & Healthcare	Less than INR 500	Have a little understanding
40 – 50 years	Male	Pharma & Healthcare	INR 3,000 crores and	Have a little understanding
30 – 40 years	Male	Technology, Media, and	INR 3,000 crores and	Have a little understanding
40 – 50 years	Male	Pharma & Healthcare	INR 3,000 crores and	Have a little understanding
30 – 40 years	Male	Technology, Media, and	Less than INR 500	Have a good understanding

Future plans

Plans for next 12 months



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

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