

# Virtual Influencer Market Study

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Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Epic Games, Inc.

Pinscreen Inc.

Soul Machines

NEON

Superplastic

Dapper Labs, Inc.

UneeQ Limited

Didimo Inc.

Spatial Systems, Inc.

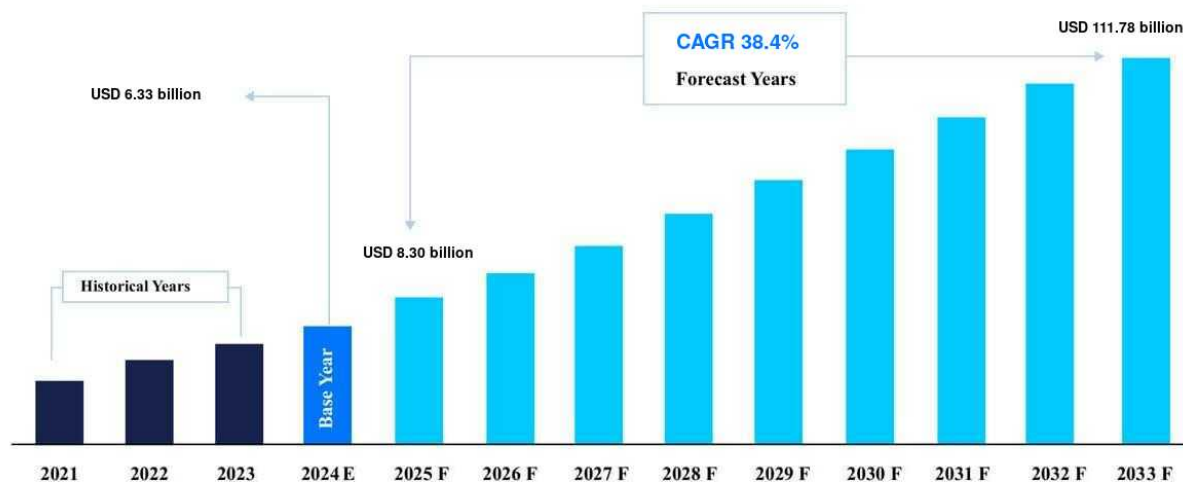
DeepBrain AI Inc.

REBLIKA

Ogilvy

Cafegroup

**Note:** More company profiles available on full reports.



Source: Straits Research

## Emerging Countries

United States

Germany

China

## Emerging Companies

Epic Games, Inc

Pinscreen Inc

Soul Machines

## Top 5 Company Market Share



**Total**  
**38%**

Top 5 company market share

# Market Trends

## Growth Trends

- Introduction of AI in digital marketing and endorsement
- Increasing adoption of Virtual Reality and Augmented Reality technologies
- Growing popularity of Virtual Influencers among millennials and Generation Z
- Increasing investment in AI and Machine Learning technologies
- Rising investment in digital marketing and branding
- Growth in e-commerce and online shopping trends

## Factors considered while calculating market size and share

- Number of Virtual Influencers in the market
- Revenue generated by each Virtual Influencer
- Investments in Virtual Influencer ventures
- Categorization and segmentation by industry, location, and influence level
- Demand and supply ratio of Virtual for Devices
- Strategies and developments made by different companies in this field
- Virtual Influencer endorsement and partnerships
- Existing user base and potential market

## Key Market Indicators

- Gross merchandise volume (GMV) of Virtual Influencer-backed products or services
- The compound annual growth rate (CAGR) of the Virtual Influencers market
- The current and predicted market size in terms of volume and value
- Social media analytics related to Virtual Influencers
- User engagement rates of Virtual Influencers
- Marketing and advertising spending on Virtual Influencers
- Industry trends and Customer preference shifts

## Ethical and authenticity concerns

Despite their growing popularity, virtual influencers face significant ethical and authenticity challenges. As audiences become more discerning, there is rising skepticism about the transparency and genuineness of AI-created personalities. Unlike human influencers, virtual influencers lack personal experiences and emotions, making it difficult for audiences to relate to them on a deeper level. This lack of emotional authenticity leads to concerns about their credibility and trustworthiness.

- For example, the first Miss AI pageant, organized by Fanvue as part of the World AI Creator Awards, awarded a \$5,000 prize to Myriam Bessa, who created a fictional AI influencer. The event sparked discussions about reinforcing unrealistic beauty standards and how idealized AI representations could distort societal perceptions of authenticity.



# Market Trends

## Growth in social media and digital marketing

The rise of social media platforms like Instagram, TikTok, and YouTube has significantly expanded the reach and influence of virtual influencers. These platforms provide a dynamic environment where virtual characters can showcase creativity, interact with audiences, and promote brand messages through visually engaging and interactive content. As online content consumption surges, especially among younger generations, CGI influencers are increasingly seen as valuable marketing tools.

- For instance, according to Kepios, in October 2024, there were 5.22 billion social media users globally, accounting for 63.8% of the world's population, with 256 million new users added in the past year.

This ongoing growth in social media usage presents enormous opportunities for virtual influencers to engage audiences and drive digital marketing strategies.

## Increased interest in virtual experiences

The growing interest in virtual experiences is fueling the demand for virtual influencers, especially with advancements in VR and AR technologies. These innovations provide opportunities for CGI influencers to create immersive, interactive experiences that engage users on a deeper level. As the metaverse—an interconnected virtual space blending physical and digital realities—continues to evolve, CGI influencers have the potential to revolutionize user engagement in this emerging digital ecosystem.

## Integration with gaming and esports

The rise in popularity of esports and virtual gaming platforms offers a promising opportunity for virtual influencers to tap into a fresh, engaged fan base. These platforms provide virtual influencers with an exciting new avenue to connect with audiences and generate brand collaborations through immersive virtual experiences. CGI influencers are increasingly being integrated into gaming streams, enabling them to engage directly with users in real-time.

- For instance, Lil Miquela, a virtual influencer created by Brud, gained significant traction within the gaming and esports community, particularly through her appearances in popular games like "Among Us." Her large social media following and distinct digital presence have helped raise brand awareness for the game, creating new engagement and marketing opportunities in the gaming world.

This integration represents an untapped market for virtual influencers to expand their reach and influence.

# Market Segments

## By Type

Non-human virtual influencers dominate with a 55-58% share, fueled by their popularity and affordability in creating engaging animated characters.



Non-human

**55-58%**

## By Offering

Solutions command a 62-65% share, providing essential tools for virtual influencer creation and management. Services, with a 33-35% share, play a complementary role in content and campaign execution.



Solutions

**62-65%**

## By End-User

Fashion & Lifestyle leads with a XX% share, leveraging virtual influencers to promote visually appealing trends and engage consumers.



Fashion & Lifestyle

**XX%**

# Regional Overview

## North America

North America dominates with a 40% share, led by the U.S., due to its tech giants and pioneering virtual influencer campaigns.



XX%

United States Market Share

## Europe

Europe holds a 25% share, with Germany at the forefront due to its strong tech sector and innovative marketing strategies.



XX%

Germany Market Share

## APAC

APAC commands 20%, with China leading through its massive population and rapid embrace of digital influencer technologies.



XX%

China Market Share

# Regional Overview

## Middle East and Africa

Middle East and Africa region has a 10% share, with the UAE driving growth via its emphasis on technology and innovation.



XX%

UAE Market Share

## LATAM

LATAM holds a 5% share, with Brazil leading due to its large population and growing digital engagement.



XX%

Brazil Market Share



# Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Epic Games, Inc.	<a href="https://store.epicgames.com/en-US/">https://store.epicgames.com/en-US/</a>	Cary, North Carolina, USA	1991	Tim Sweeney, CEO	USD 2 Billion
Pinscreen Inc.	<a href="https://www.pinscreen.com/">https://www.pinscreen.com/</a>	Los Angeles, California, USA	2015	Hao Li, CEO	USD 10 Million
Soul Machines	<a href="https://www.soulmachines.com/">https://www.soulmachines.com/</a>	Auckland, New Zealand	2016	Greg Cross, CEO	USD 9 Million
UneeQ Limited	<a href="https://www.digitalhumans.com/">https://www.digitalhumans.com/</a>	Auckland, New Zealand	2010	Danny Tomsett, CEO	USD 7 Million
Didimo Inc.	<a href="https://www.didimo.co/">https://www.didimo.co/</a>	Porto, Portugal	2016	Veronica Orvalho, CEO	~ USD 4 Million

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