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Retailers In The Metaverse

This vision of Zuckerberg which involves interoperable experiences is going to create new opportunities for retailers to innovate and grow



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By Veenu Sharma

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As there are many retail trends to look out for in 2022, one cannot ignore the experience metaverse is planning to bring in the retail industry. The digital revolution in retail has already given many new forms like 'retail reimagined', 'retail rethought', and now, the metaverse is too planning to bring a whole new virtual world of experience. This vision of Zuckerberg which involves interoperable experiences is going to create new opportunities for retailers to innovate and grow. The consumer is now comfortable with digital shopping and embracing the change physical formats are introducing, thus enjoying the physical experience with digital convenience. There are many doubts which are emerging in retailers and customers' minds w.r.t this parallel universe. AR/VR/3D, are the advancements which retailers have already joined and customers are also inclined to these technologies. The







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