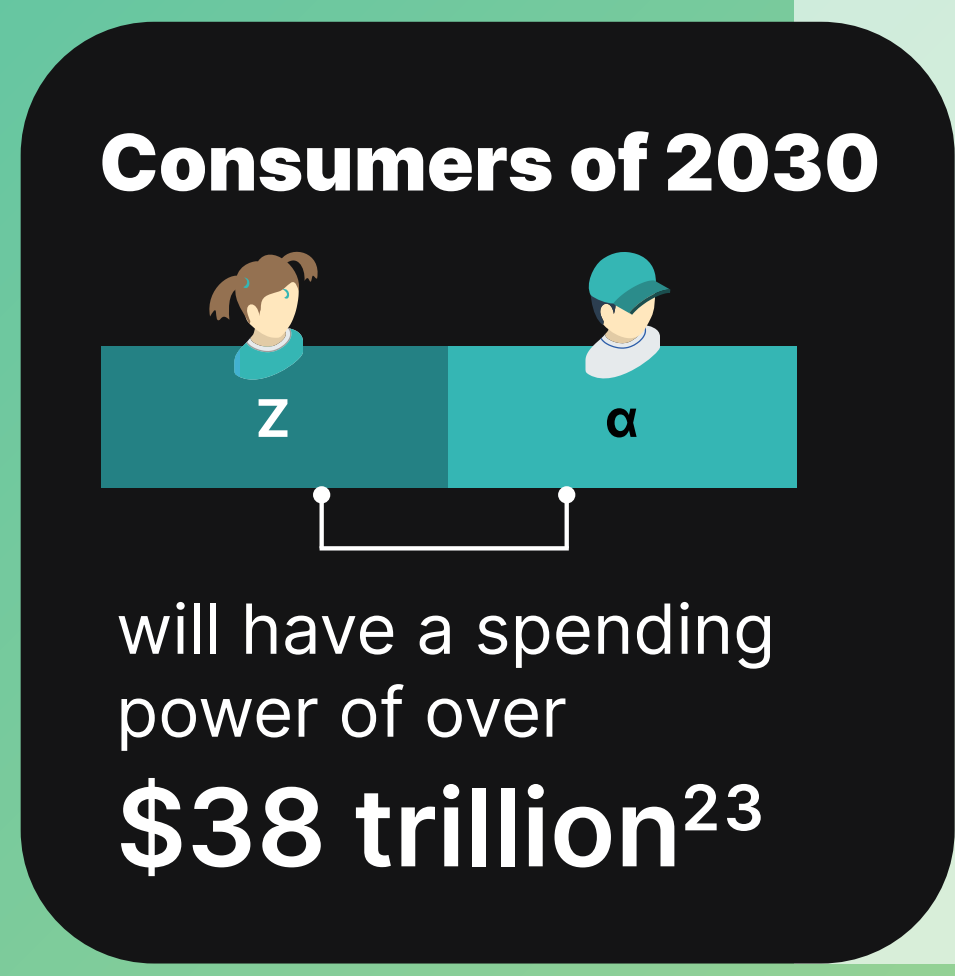
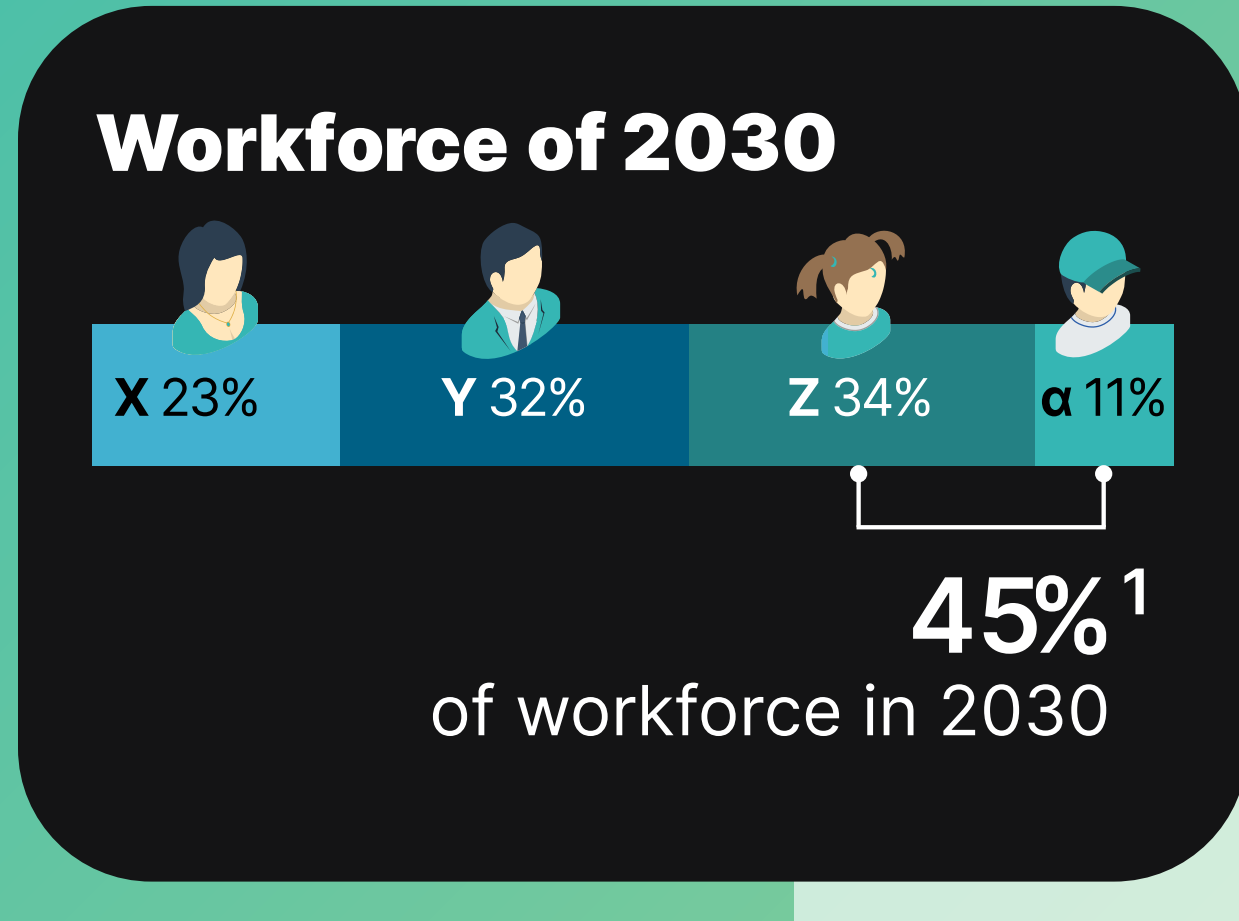
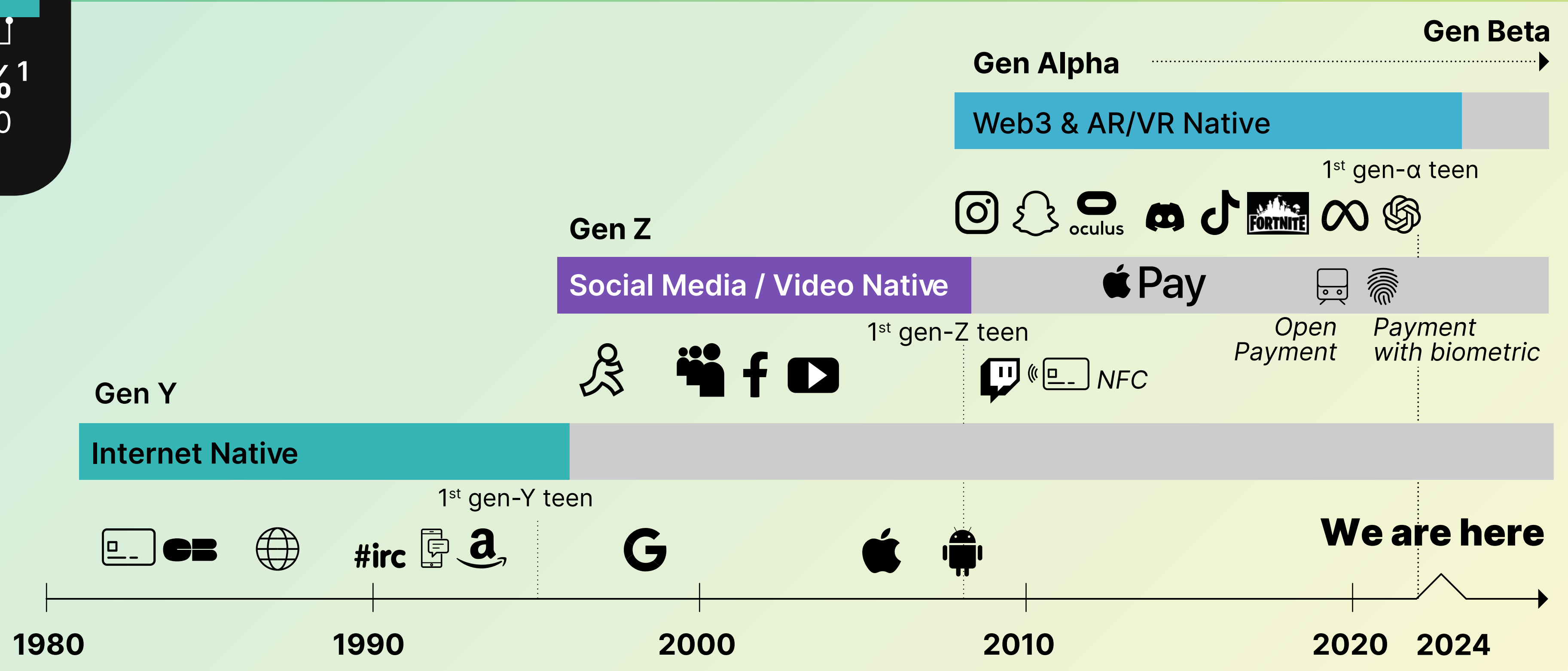


What's next for immersive experiences?



Future generations are **growing up with immersive experiences.**



Technologies are **reaching maturity.**



\$63 billion
global augmented reality market size in 2023⁴.

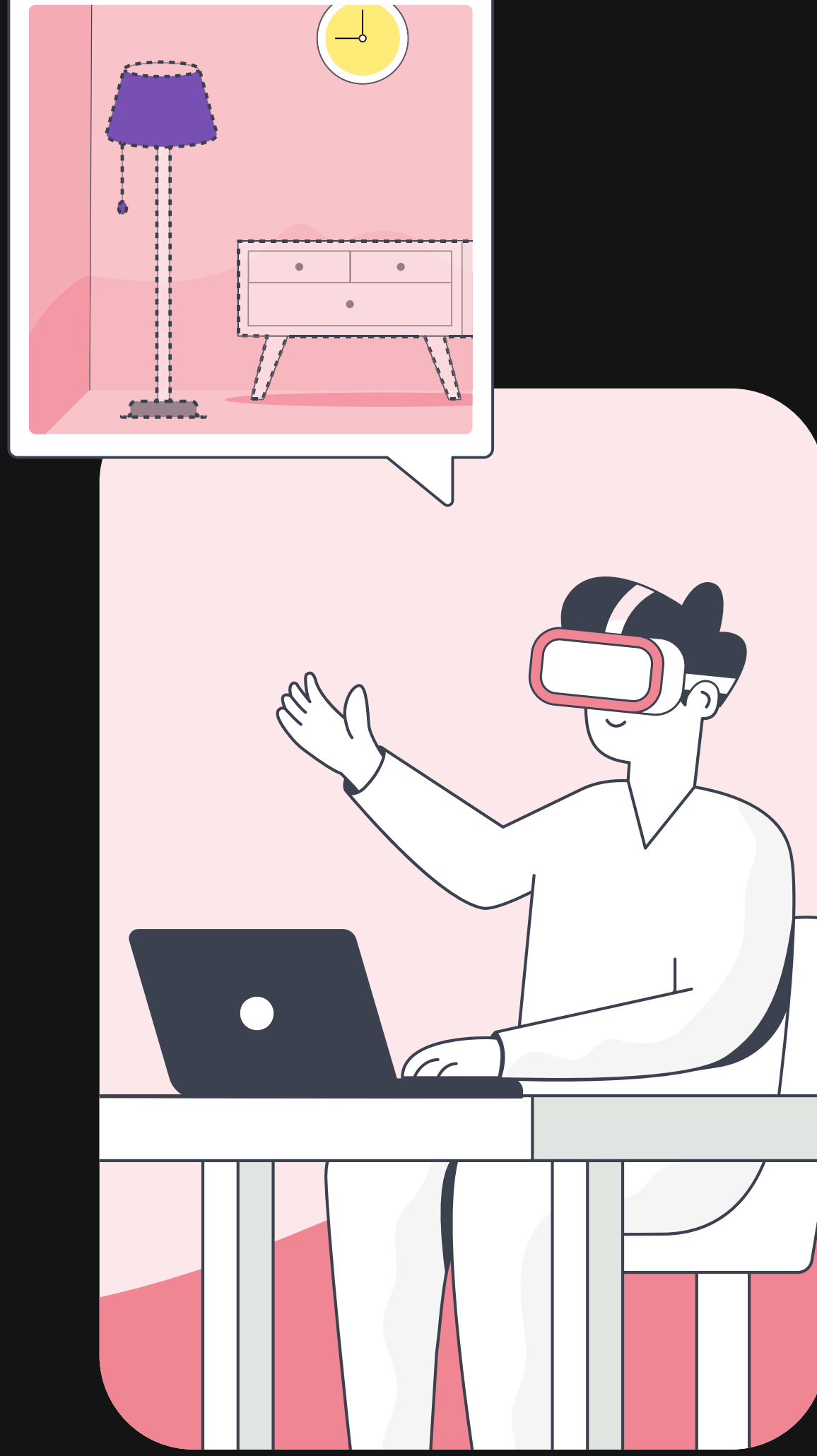
34 million
headsets sold globally by 2024⁵.

32% of consumers
who use virtual reality use it to buy physical products and luxury goods⁶.

Many businesses are experimenting...

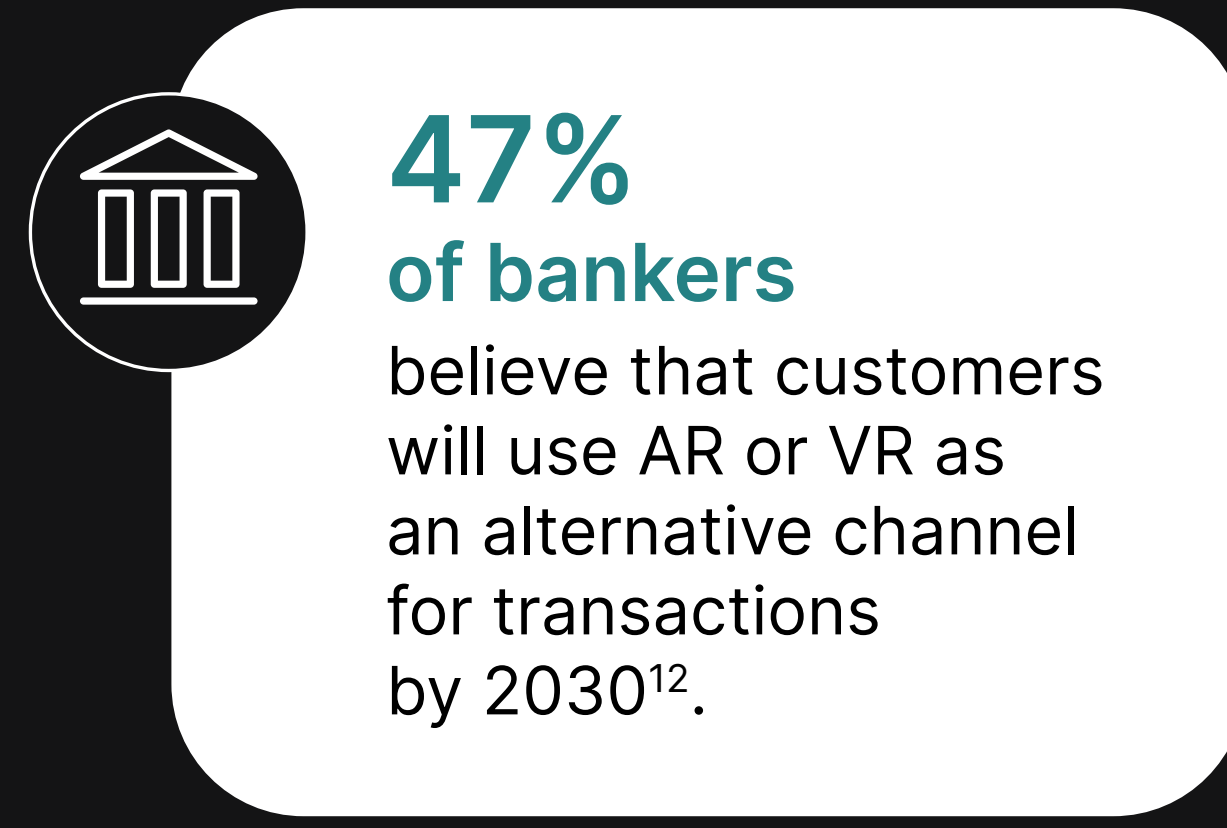
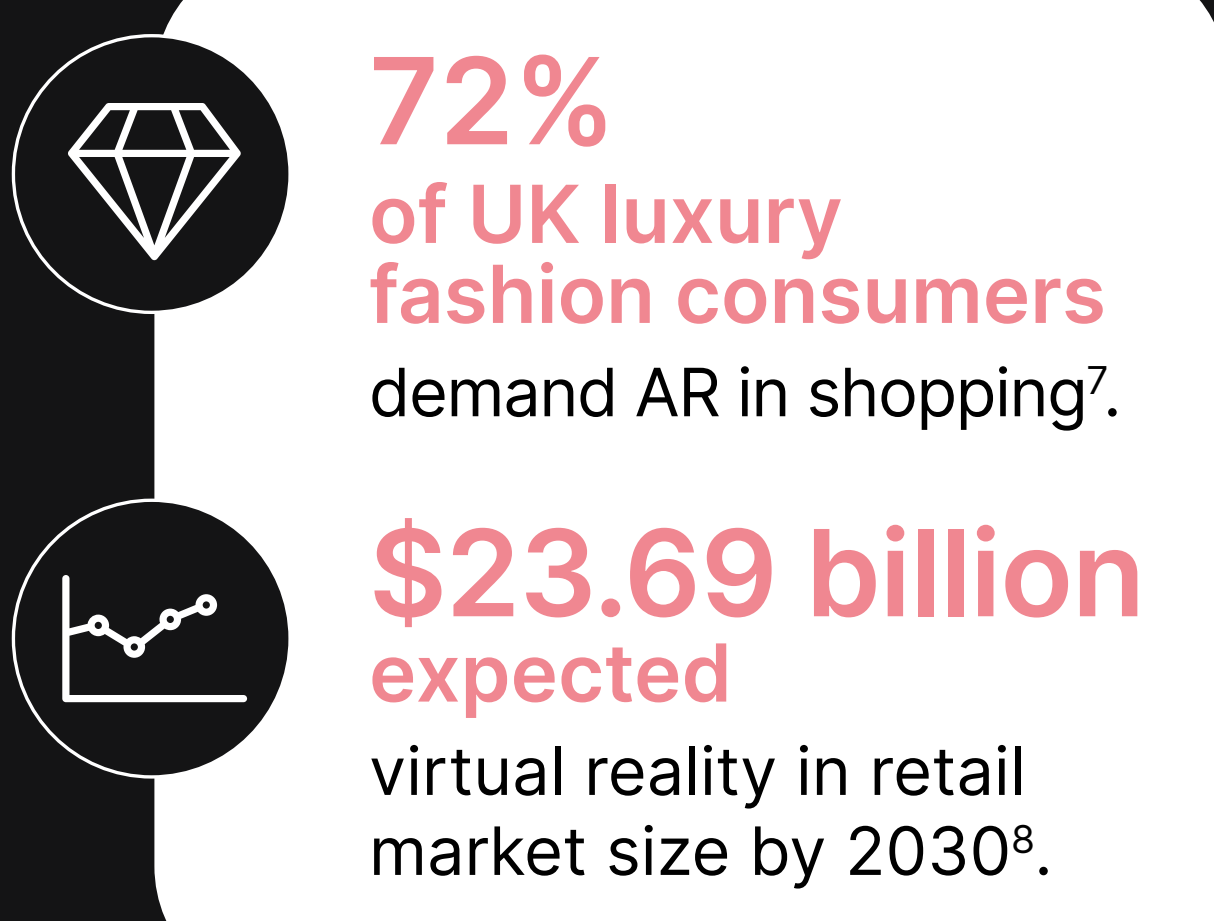
Retail

- Homeware:** See how furniture will look in your home before buying
- Fashion:** Virtual fitting rooms
- Navigation:** Guide customers around malls and department stores

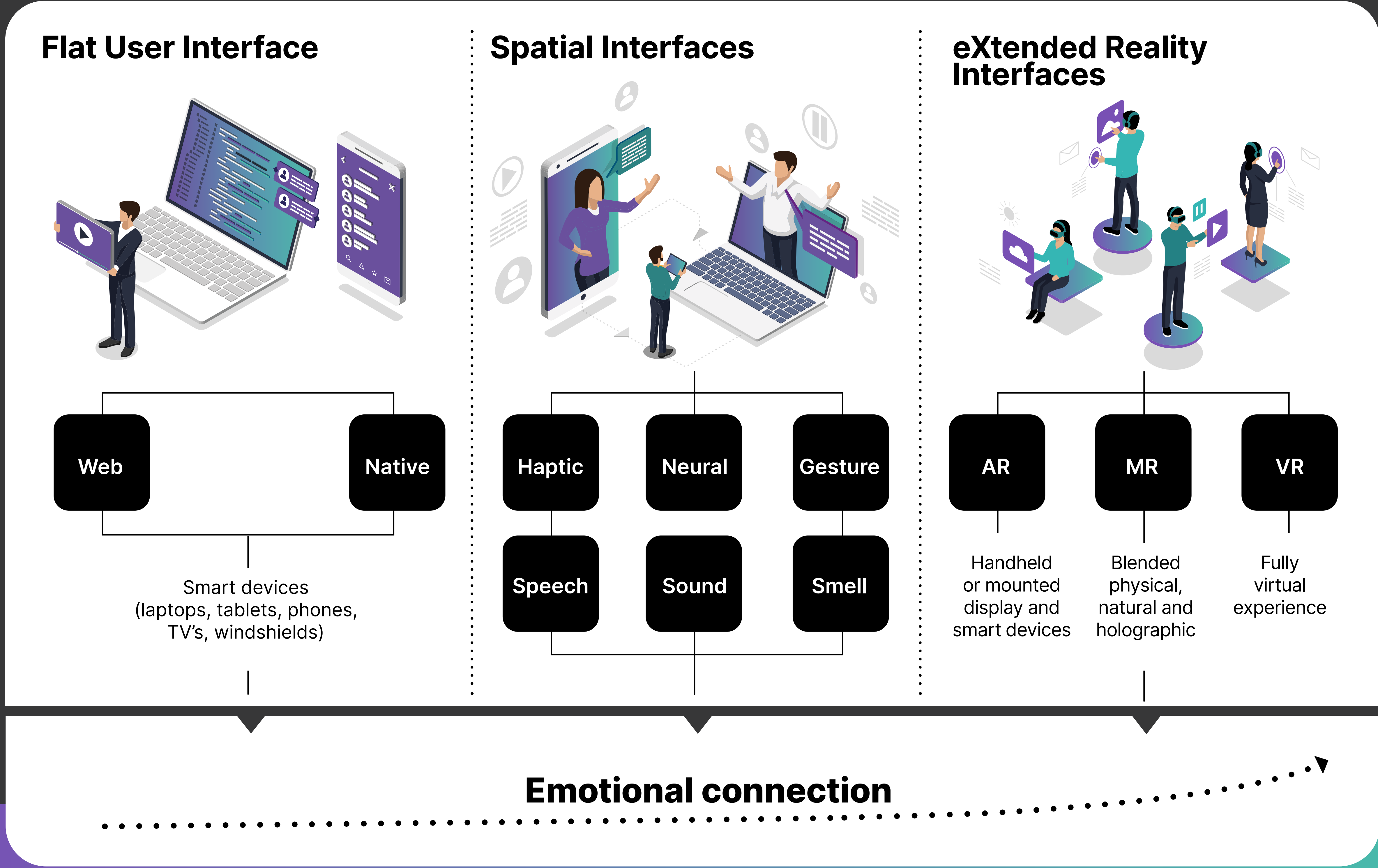


Banking

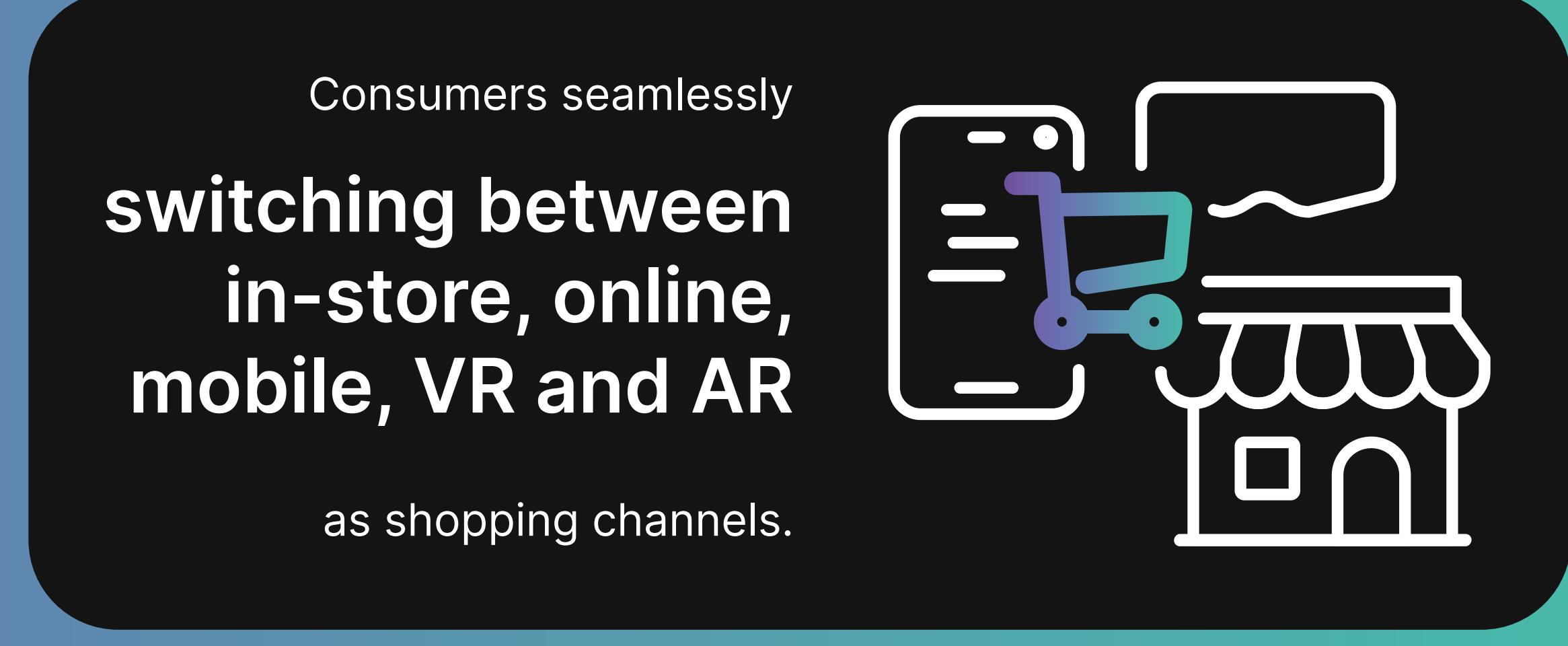
- Virtual Branches:** To open accounts, learn about products, complete transactions and contact customer support⁹
- Training:** Simulating real-world scenarios for staff training¹⁰
- Navigation:** Guide customers to ATMs and branches¹¹



...to create a **stronger emotional connection.**

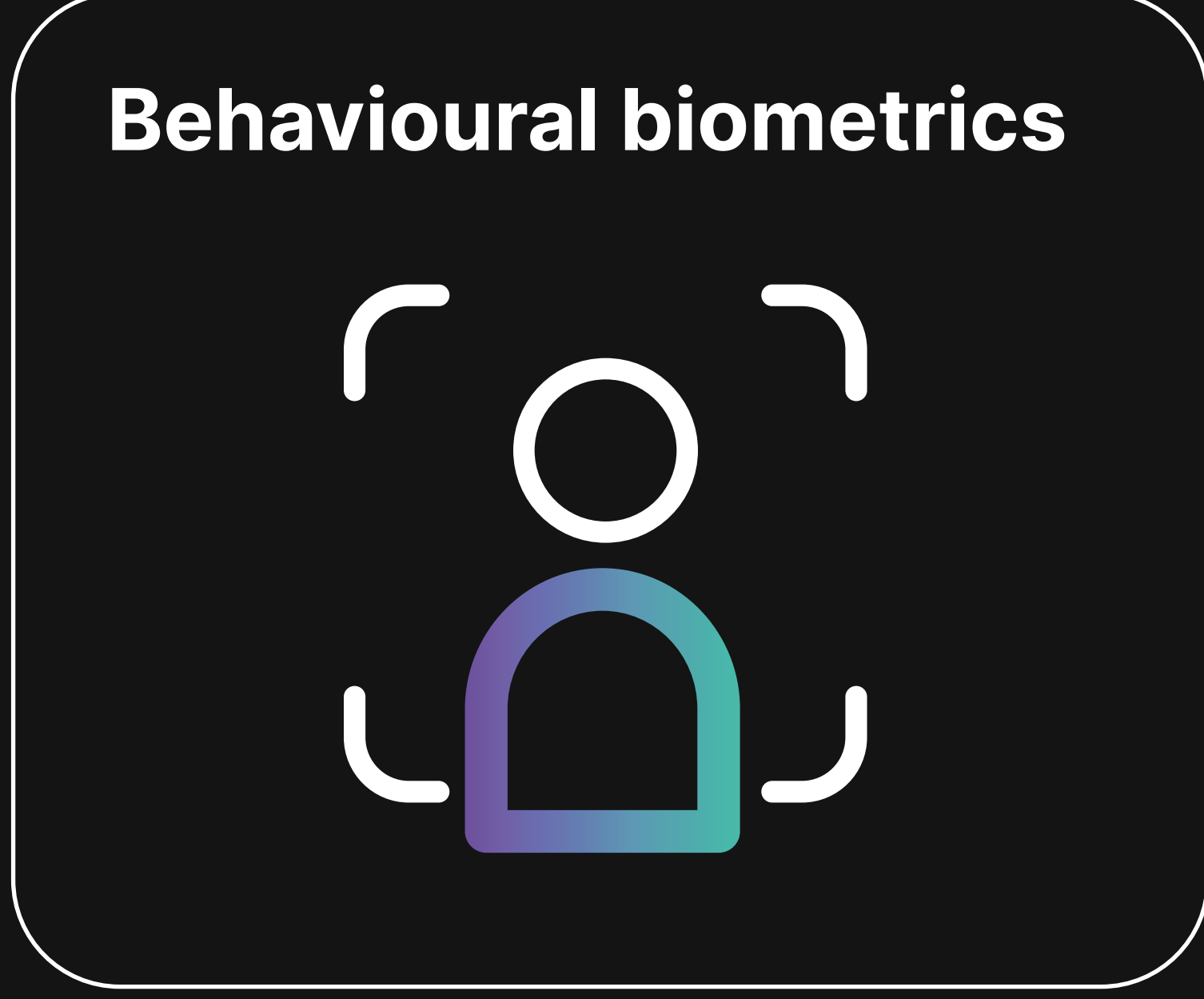
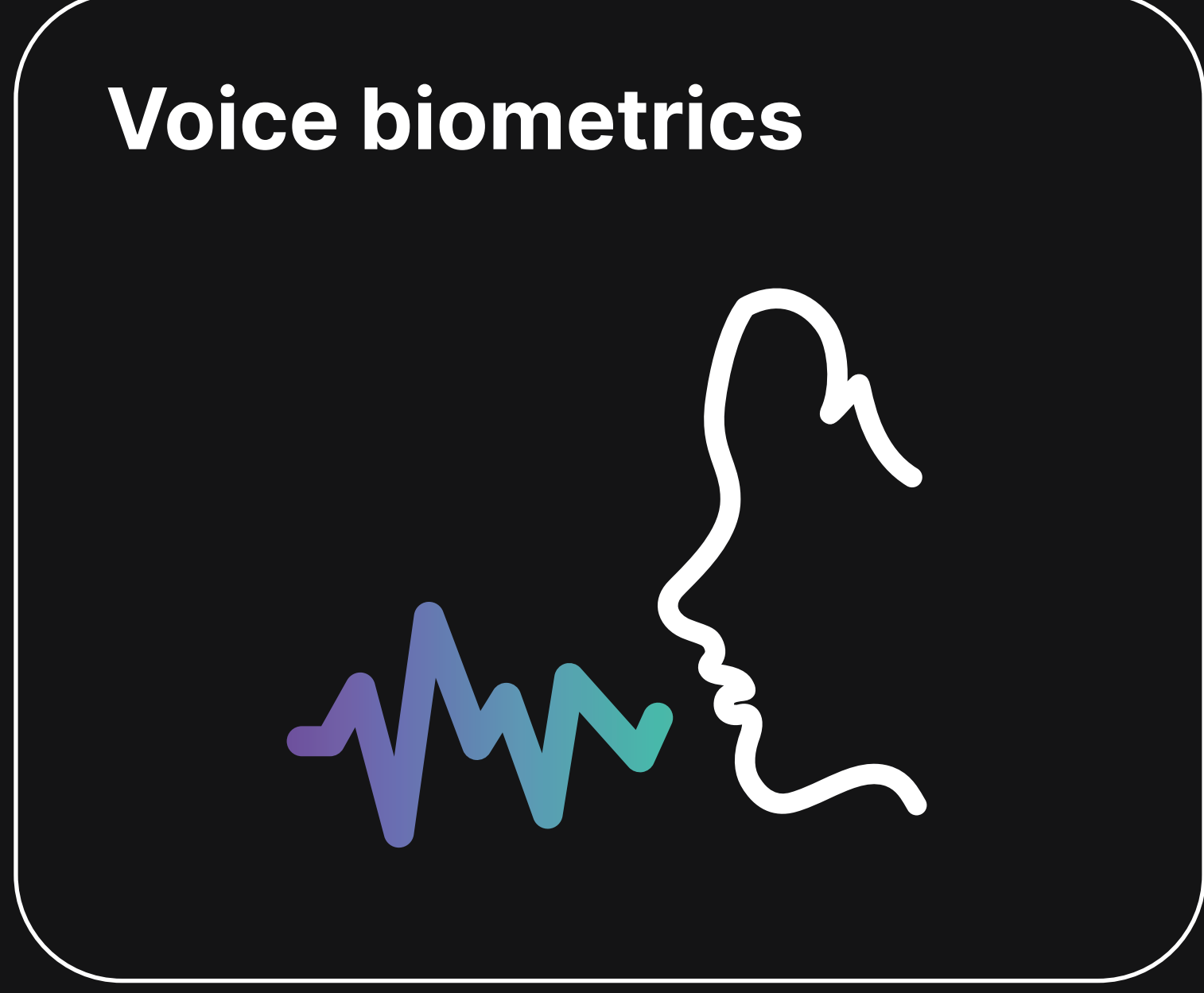


But what will we see **tomorrow?**



And how will this impact the payment experience?

New ways to authenticate without leaving the immersive experience, such as:



Want to find out more?
Download the full Navigating Digital Payments report.

Download the report

worldline.com

1 McCrindle: Generation Alpha Infographic
 2 Web Summit Rio 2024 Blog: Understand gen Z to get ahead of generation Alpha
 3 BBC Worklife: Gen Alpha are ready to spend – and they want to be treated like adults
 4 Fortune Business Insights: Augmented Reality (AR) Market
 5 Statista: Virtual reality (VR) headset unit sales worldwide from 2019 to 2024
 6 PWC: Consumers respond to waves of disruption
 7 Vogue Business: What luxury fashion consumers want from augmented reality
 8 Grand View Research: Virtual Reality in Retail Market To Reach \$23.69 Billion By 2030
 9 <https://www.abl.com/personal/digital-banking-services/allied-banks-metaverse-branch/>
 10 Gartner Press Release: Gartner Announces Winners of the 2018 Gartner Eye on Innovation Award Americas
 11 Axis Bank Press Release: Axis Bank rolls out Augmented Reality feature on its Mobile App
 12 The Financial Brand: 14 Surprising Predictions on the Future of Banking
 13 Such as the Worldline Malls in Decentraland and Spatial