

More apps are entering the metaverse, at least in name

Article

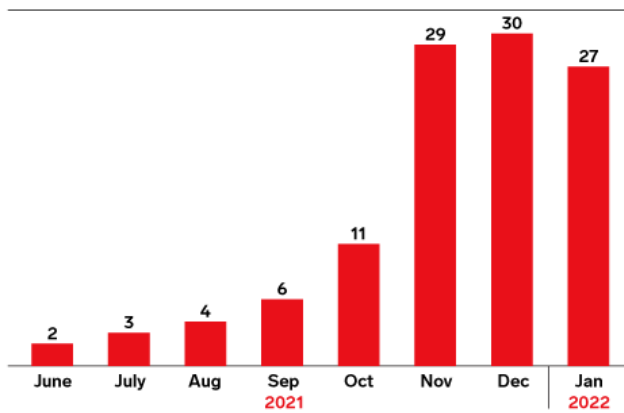
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Since **Facebook** rebranded itself as **Meta**, mobile apps have been scrambling to stake a claim in the metaverse—on paper at least. In November, the month after the rebrand, **29** apps worldwide added “metaverse” to their name or description, **more than double** the number in

October. This trend hasn't wavered much: In the three months since Meta emerged, **86** more apps have featured the buzzword in their name or description.

Beyond the chart: Mobile games have employed this tactic the most, though many finance and social apps are also naming their metaversal standing into existence. Mature gaming platforms including **Roblox** feature virtual worlds where branded content, from the likes of **Gucci** and **Hyundai**, has captivated players. But in nongaming metaverses, **“it will be a while before marketing campaigns can move beyond gimmicks,”** said Nina Goetzen, eMarketer analyst at Insider Intelligence.

Number of Mobile Apps Worldwide Adding 'Metaverse' to Their Name or Description, June 2021-Jan 2022



Note: Including Apple App Store and Google Play
Source: Sensor Tower as cited in company blog, Feb 7, 2022

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