**Americans, Especially Gen Z, Like Virtual Shopping**

Seven in 10 Americans who have visited a 3D virtual store made a purchase and 33% would be keen to buy virtual or real items in branded environments in the metaverse, according to an Obsess study. In addition, almost 75% of Generation Z shoppers have purchased a digital item while playing a video game and 60% want to buy from brands in the metaverse.

***VentureBeat 1.25.22***

[***https://venturebeat.com/2022/01/25/obsess-70-of-consumers-who-visit-virtual-stores-have-made-purchases/***](https://venturebeat.com/2022/01/25/obsess-70-of-consumers-who-visit-virtual-stores-have-made-purchases/)

***Image credit:***

[***https://i1.wp.com/veer.tv/blog/wp-content/uploads/2017/09/vr-shopping-experience.jpg?fit=800%2C448&ssl=1***](https://i1.wp.com/veer.tv/blog/wp-content/uploads/2017/09/vr-shopping-experience.jpg?fit=800%2C448&ssl=1)