Blockchain-Based XR Asset Marketplace Market Expanding With $5.43 Billion at 27.7% CAGR by 2029

The Business Research Company's Blockchain-Based XR Asset Marketplace Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

The Business Research Company

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What Is The Forecast For The Blockchain-Based XR Asset Marketplace Market From 2024 To 2029?

> The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034"
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The market size of the XR asset marketplace, which is based on blockchain, has witnessed a rapid expansion in recent years. It is predicted that it will skyrocket from $1.60 billion in 2024 to $2.04 billion in 2025, maintaining a compound annual growth rate (CAGR) of 28.0%. The augmentation in the historical period can be credited to the surge in the adoption of digital assets, the escalating interest in immersive experiences, the mounting conviction of investors in blockchain technology, the proliferation of the gaming and entertainment industries, as well as the rise in secure digital transactions.

The market for the blockchain-based XR asset marketplace is predicted to experience significant expansion over the coming years, reaching $5.44 billion in 2029 with a compound annual growth rate (CAGR) of 22.7%. Several factors contribute to this growth within the anticipated period including an increase in metaverse adoption, greater integration of AI and blockchain technology, clearer regulatory guidelines, expansion of cross-platform XR systems, and a surge in demand for virtual real estate and collectables. Key trends expected within this forecast period encompass digital asset tokenization, interoperable XR systems, inclusion of decentralized finance (DeFi), improved user-generated content and the utilization of multi-chain blockchain platforms.

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What Are The Core Growth Drivers Shaping The Future Of The Blockchain-Based XR Asset Marketplace Market?

The swelling interest in non-fungible tokens (NFTs) is anticipated to spur the expansion of the blockchain-based XR asset marketplace in the future. NFTs, unique digital commodities stored on a blockchain signifying ownership of a specific product or content, are growing in popularity. This growth is attributed to the secure and verifiable digital ownership they offer, which allows collectors and creators to purchase, sell, and exchange unique digital assets with confidence. The blockchain-based XR asset marketplaces bolster this growing demand by facilitating the easy creation, trading, and showcasing of NFTs within immersive virtual settings, thereby increasing their worth and accessibility for collectors and creators. According to a November 2024 report by security.org, NFT familiarity shot up to 65% in 2022 from 20% in 2021, and participation also increased to 4%, a 2% rise from the previous year. This underscores an expanding community of engaged users that may boost activity in XR-based marketplaces. Consequently, the surging demand for non-fungible tokens is predicted to fuel the growth of the blockchain-based XR asset marketplace. The upsurge in the usage of extended reality (XR) technologies is expected to expedite the growth of the blockchain-based XR asset marketplace. XR technologies pertain to a spectrum of immersive solutions, namely virtual reality (VR), augmented reality (AR), and mixed reality (MR), which fuse the real and digital sides to craft interactive experiences. The escalating adoption of XR springs from the rising demand for immersive digital encounters as companies and consumers look for interactive training, entertainment, and virtual collaboration, inducing investment in XR alternatives, rather than traditional methods. By enabling secure ownership, trading, and profit-making of digital XR assets, blockchain-based XR asset marketplace further stimulates this adoption, thereby helping creators and users to interact with immersive content securely while nurturing a robust virtual economy. A report by a digital media company in the UK, XR Today, in January 2025 stated that the adoption of XR is swiftly progressing, with 45% of firms already using XR devices and 39% more planning to introduce them, hinting at a solid platform for marketplace growth. Therefore, the escalating employment of extended reality technologies is aiding the growth of the blockchain-based XR asset marketplace.

Which Companies Are Currently Leading In The Blockchain-Based XR Asset Marketplace Market?

Major players in the Blockchain-Based XR Asset Marketplace Global Market Report 2025 include:
• Uplandme Inc.
• OpenSea Inc.
• The Sandbox
• Artetra Inc.

• Solana Art.io
• Token Trove
• Decentraland Foundation
• Magic Eden Inc.
• Tezos Foundation
• Rarible Inc.

Comparative Analysis Of Leading Blockchain-Based XR Asset Marketplace Market Segments
The blockchain-based XR asset marketplace market covered in this report is segmented as
1) By Component: Platform, Services
2) By Asset Type: 3D Models, Textures, Audio Assets, Animation Assets, Virtual Goods
3) By Application: Gaming, Education And Training, Healthcare, Real Estate, Retail, Media And Entertainment
4) By End-User: Individual Creators, Enterprises, Developers

Subsegments:
1) By Platform: Smart Contracts Platform, Tokenization Platform, Payment And Settlement Platform, Digital Identity Platform, Asset Management Platform
2) By Services: Consulting Services, Integration And Implementation Services, Support And Maintenance Services, Managed Services, Training And Education Services

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Which Regions Are Dominating The Blockchain-Based XR Asset Marketplace Market Landscape?
In 2024, North America held the dominant position in the global blockchain-based XR asset marketplace market. Moving forward, the region of Asia-Pacific is projected to experience the highest growth rate. The report includes comprehensive coverage of numerous regions, namely, Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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Speak With Our Expert:
Saumya Sahay
Americas +1 310-496-7795
Asia +44 7882 955267 & +91 8897263534
Europe +44 7882 955267
Email: saumyas@tbrc.info
The Business Research Company - www.thebusinessresearchcompany.com

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Oliver Guirdham
The Business Research Company
+44 7882 955267
info@tbrc.info
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