

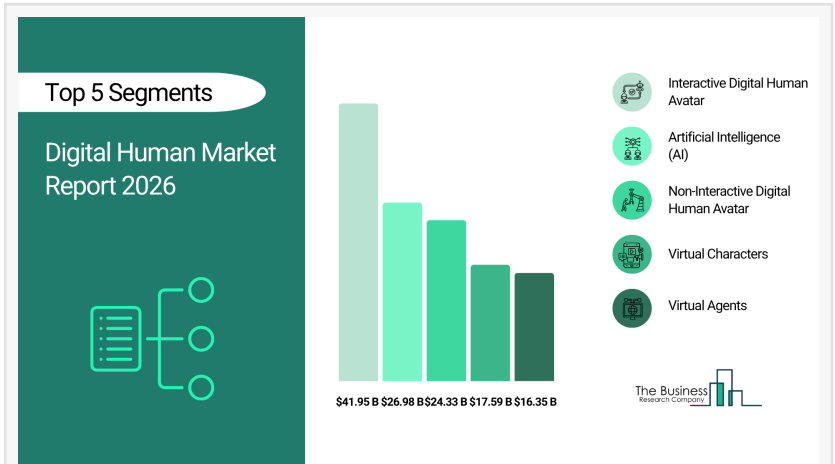
Digital Human Market Set to Reach \$254.84 Billion by 2030

The Business Research Company's Digital Human Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

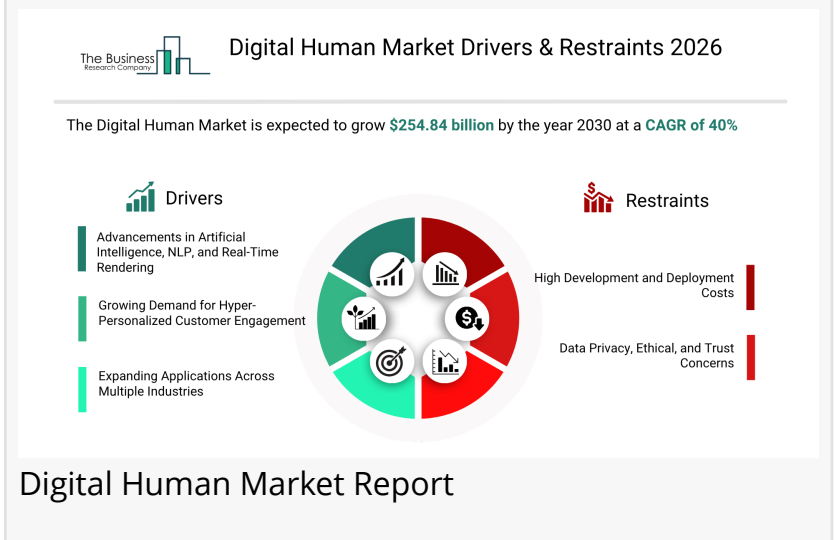
LONDON, GREATER LONDON, UNITED KINGDOM, April 23, 2026 /EINPresswire.com/ -- [Digital Human market](#) to surpass \$255 billion in 2030. In comparison, the Digital Technology market, which is considered as its parent market, is expected to be approximately \$4,842 billion by 2030, with Digital Human to represent around 4% of the parent market. Within the broader Information Technology industry, which is expected to be \$13,807 billion by 2030, the Digital Human market is estimated to account for nearly 0.04% of the total market value.

Which Will Be The Biggest Region In The Digital Human Market In 2030?

North America will be the largest region in the digital human market in 2030, valued at \$93 billion. The market is expected to grow from \$19 billion in 2025 at a compound annual growth rate (CAGR) of 38%. The exponential growth can be attributed to rising adoption of AI-driven virtual assistants and digital avatars across customer service and marketing applications, increasing investments in artificial intelligence and immersive technologies, growing demand for personalized digital engagement across industries, expanding adoption of metaverse and virtual reality platforms, rapid advancements in generative AI and real-time 3D rendering technologies, and strong presence of leading technology companies and innovation ecosystems across countries such as the USA and Canada.



Digital Human Market Report



Which Will Be The Largest Country In The Global Digital Human Market In 2030?

The USA will be the largest country in the digital human market in 2030, valued at \$82 billion. The market is expected to grow from \$17 billion in 2025 at a compound annual growth rate (CAGR) of 38%. The exponential growth can be attributed to the increasing adoption of AI-driven virtual assistants and digital avatars across customer service and entertainment sectors, growing demand for personalized and interactive digital experiences, rising integration of generative AI and natural language processing technologies, expanding applications in gaming, media, healthcare, and e-commerce, strong presence of leading technology companies and AI innovators, and significant investments in advanced AI infrastructure and immersive technologies across the country.



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What Will Be The Largest Segment In The Digital Human Market In 2030?

The digital human market is segmented by product type into interactive digital human avatars and non-interactive digital human avatars. The interactive digital human avatar market will be the largest segment of the digital human market segmented by product type, accounting for 66% or \$167 billion of the total in 2030. The interactive digital human avatar market will be supported by the increasing adoption of digital humans in customer service and virtual assistance, growing demand for personalized and immersive digital interactions across industries, rising integration of artificial intelligence and natural language processing technologies, expanding use in marketing, entertainment, and training applications, advancements in real-time animation and facial recognition technologies, and increasing investments in metaverse and virtual experience platforms.

The digital human market is segmented by technology into 3D scanning, 3D modelling, natural language processing, natural language generation, and artificial intelligence (AI). The artificial intelligence (AI) market will be the largest segment of the digital human market segmented by technology, accounting for 43% or \$109 billion of the total in 2030. The artificial intelligence (AI) market will be supported by the rapid advancements in machine learning and deep learning algorithms, increasing demand for realistic and interactive virtual assistants and avatars, growing adoption of AI-driven customer engagement solutions across retail, banking, and healthcare sectors, rising integration of conversational AI and generative technologies in digital platforms,

expanding use of digital humans in gaming, entertainment, and metaverse environments, and increasing investments by technology companies in AI-powered virtual human development.

The digital human market is segmented by application into virtual agents, virtual assistants, virtual influencers, virtual companions, and virtual characters. The virtual characters market will be the largest segment of the digital human market segmented by application, accounting for 29% or \$74 billion of the total in 2030. The virtual characters market will be supported by the increasing adoption of digital human by the rising demand for realistic characters in films, animation, and virtual production, growing use of interactive characters in metaverse platforms and virtual worlds, advancements in real-time rendering, AI, and motion-capture technologies, expanding adoption in marketing and brand storytelling through virtual personalities, and increasing investments in digital content creation and interactive media experiences.

The digital human market is segmented by industry into gaming, entertainment, banking, financial services and insurance (BFSI), information technology (IT) and telecommunication, education, automotive, advertisement, health and sports, and other industries. The gaming market will be the largest segment of the digital human market segmented by industry, accounting for 22% or \$56 billion of the total in 2030. The gaming market will be supported by the increasing adoption of realistic non-player characters (NPCs) and AI-driven avatars in interactive gaming environments, growing demand for immersive and personalized player experiences, rising investments in advanced game development technologies such as real-time rendering and motion capture, expansion of virtual worlds and metaverse-based gaming platforms, increasing popularity of online multiplayer and role-playing games, and continuous advancements in artificial intelligence and graphics technologies enabling lifelike digital characters.

What Is The Expected CAGR For The Digital Human Market Leading Up To 2030?

The expected CAGR for the digital human market leading up to 2030 is 40%.

What Will Be The Growth Driving Factors In The Global Digital Human Market In The Forecast Period?

The rapid growth of the global digital human market leading up to 2030 will be driven by the following key factors that are expected to reshape human-machine interaction, customer engagement models, immersive digital experiences, and AI-powered communication across global enterprise and consumer ecosystems.

Advancements In Artificial Intelligence, NLP, And Real-Time Rendering - The advancements in artificial intelligence, NLP, and real-time rendering are expected to emerge as a major factor driving the expansion of the digital human market by 2030. Rapid improvements in artificial intelligence, machine learning, and natural language processing enable avatars to understand user intent, recognize emotions, and deliver human-like conversational responses in real time. As AI algorithms evolve, digital humans can continuously learn from interactions and improve engagement quality across applications such as customer service, training, and education. The

integration of generative AI and emotion recognition capabilities is further strengthening their adoption across industries. As a result, the advancements in artificial intelligence, NLP, and real-time rendering are anticipated to contribute approximately 2.8% annual growth to the market.

Growing Demand For Hyper-Personalized Customer Engagement- The growing demand for hyper-personalized customer engagement is expected to emerge as a major factor driving the expansion of the digital human market by 2030. Enterprises are increasingly deploying digital humans as virtual assistants, brand ambassadors, and service agents to deliver personalized and scalable interactions. These avatars enable businesses to provide consistent customer engagement across digital platforms while reducing response time and operational workloads. Studies indicate that around 71% of companies are adopting AI avatars to improve human-computer interaction and efficiency in customer communication. As organizations prioritize customer experience and digital engagement strategies, the adoption of digital human technologies continues to accelerate. Consequently, growing demand for hyper-personalized customer engagement is projected to contribute around 2.4% annual growth to the market.

Expanding Applications Across Multiple Industries- The expanding applications across multiple industries are expected to act as a key growth catalyst for the digital human market by 2030. Digital humans are gaining adoption across diverse sectors, including retail, healthcare, education, gaming, and financial services. In customer service and training environments, they enable organizations to automate repetitive tasks while maintaining interactive communication with users. Gaming and entertainment currently represent a significant application segment due to demand for immersive digital characters and interactive storytelling. The ability of digital humans to operate continuously and scale globally makes them attractive for enterprise digital transformation initiatives. Therefore, the expanding applications across multiple industries are projected to contribute approximately 2.1% annual growth to the market.

Access The Detailed Digital Human Market Report Here

https://www.thebusinessresearchcompany.com/report/digital-human-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Apr PR

What Are The Key Growth Opportunities In The Digital Human Market in 2030?

The most significant growth opportunities are anticipated in the interactive digital human avatar market and the non-interactive digital human avatar market. Collectively, these segments are projected to contribute over \$207 billion in market value by 2030, driven by increasing adoption of digital avatars in customer service, marketing, and virtual assistance applications, rising demand for immersive user engagement across digital platforms, advancements in artificial intelligence, natural language processing, and real-time rendering technologies, growing integration of digital humans in gaming, media, and virtual events, and expanding deployment across retail, education, healthcare, and enterprise communication environments. This growth reflects the accelerating focus on personalized digital interactions, scalable customer engagement solutions, and enhanced virtual experiences, fuelling transformative expansion within the broader AI-driven digital interaction and virtual experience technology industry.

The interactive digital human avatar market is projected to grow by \$137 billion, and the non-interactive digital human avatar market by \$70 billion over the next five years from 2025 to 2030.

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