

Two Top Ways to Trade the Metaverse Now

The metaverse could be a multi-trillion-dollar opportunity.

In fact, according to Matthew Ball, CEO of Venture Capital firm Epyllion, the metaverse could be a \$10 trillion to \$30 trillion market.

Forced into the spotlight by Mark Zuckerberg, the metaverse “is a sci-fi concept whereby humans put on some sort of headset or smart glasses that allows them to live, work and play in a virtual world much like the one depicted in the ‘Ready Player One’ movie,” says CNBC.

Helping, major industries want in.

Nike just filed for several new trademarks to design and sell virtual Nike sneakers and apparel in the metaverse. CVS Corp. filed for a trademark to sell virtual goods, NFTs, and could even provide healthcare services, including prescription drugs and personal care products.

Even Adobe is telling companies to get “metaverse ready.”

“That involves creating 3D, immersive content that’s useful on platforms that exist today, with part of the idea being that doing so should provide a head start once the true metaverse starts to come into focus,” reports Fast Company.

While investors can always buy Meta Platforms, Microsoft, Unity Software, NVIDIA Corp., and Roblox Corporation to take advantage of potential metaverse growth, they can also buy into related ETFs. After all, an ETF would offer great diversification and less cost.

Look at The Metaverse ETF (METV), for example.

With an expense ratio of 0.59%, some of its top holdings include NVIDIA Corp., Roblox Corp., Meta Platforms, Unity Software, Snap Inc., Sea Ltd., and Apple to name a few.

Or take a look at the ProShares Metaverse ETF (VERS).

With an expense ratio of 0.58%, some of its top holdings include Apple, NVIDIA, Meta Platforms, Amazon.com, and Microsoft. According to ProShares.com, “ProShares Metaverse ETF seeks investment results, before fees and expenses, that track the performance of the Solactive Metaverse Theme Index.”