Gun skin or character skin in online game, that you can change the look of your item or character inside game,

It should over a billion of us dollar, game company Activision Blizzard have earned 0.5 billion us dollar in the first season of 2018, they are selling character skin for the game, and their game World Of Warcarft have virtual currency and virtual goods system, even a single company have this much amount of money of transaction, we can estimate the amount of whole world.