

AR in healthcare Market by technology (Head Mounted Devices and Handheld Devices), Type (AR Displays, AR Sensors, AR Input Devices, AR Semiconductor Components, and Others), and End User (Hospitals & Clinics, Research Laboratories, and Others): Global Opportunity Analysis and Industry Forecast, 2019-2026

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Abstracts

The global AR in healthcare market was valued at \$609.60 million in 2018 and is projected to reach \$4,237.60 million by 2026, registering a CAGR of 27.4% from 2019 to 2026. Augmented reality is one of the current trends in the field of healthcare and medicine. Augmented reality changes user's view by superimposing and overlaying information through 3D elements. The virtual contents are in the form of sound or imagery usually applied in 3D models. This technology makes use of sensors such as computer components, camera, or a display device. It gives its users the ability to see and interact with three-dimensional representation of bodies. The applications of AR in healthcare include autism therapy, vein detection, mental health, and education to healthcare professionals as well as patients.

AR in healthcare can help enhance the ability of surgeons and doctors to diagnose and treat their patients more precisely by permitting them to access their patient's real time data and better visualize health issues. Thus, AR helps in reducing risks associated with minimally invasive procedures, provide informed decisions about the treatment, prevention of diseases, as well as better aftercare for patients.

Rise in use of augmented reality in diagnostic imaging, surgical simulation, rehabilitation, and patient care management propels the market growth. Furthermore,

surge in number of AR based startups and growth in investments in these technologies are expected to further boost growth of the AR in healthcare market across the globe. On the contrary, concerns regarding data privacy and lack of proper healthcare infrastructure are some of the foremost barriers that hamper the market growth. Conversely, increase in private investments and growth in government support for integration of these technologies into the healthcare system are likely to provide lucrative opportunities for the growth of the AR in Healthcare market in coming future.

The AR in healthcare market is segmented on the basis of product type, technology, end-user, and region. By product type, it is classified into AR Displays, AR sensors, AR input devices, AR semiconductor components, and others. By technology, it is divided into head mounted devices and handheld devices. On the basis of end-user, it is segmented into hospitals & clinics, research laboratories, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Some of the prominent players operating in the AR in Healthcare include Microsoft Corporation, Alphabet Inc. (Google), Sony Corporation, Siemens (Siemens Healthcare), Koninklijke Philips N.V. (Philips), AccuVein Inc., EchoPixel, DAQRI, Atheer, Inc, and Orca Health, Inc. Some of the other players operating in the market are Augmedix, VirtaMed, Blippar, CAE Healthcare, Magic Leap, Inc., Virtually Better, and Osterhout Design Group.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a detailed quantitative analysis of the current market trends and future estimations from 2019-2026, which assists to identify the prevailing market opportunities.

An in-depth analysis of various regions is anticipated to provide a detailed understanding of the current trends to enable stakeholders to formulate region-specific plans.

A comprehensive analysis of the factors that drive and restrain the growth of the global AR in healthcare market is provided.

An extensive analysis of various regions provides insights that allow companies to strategically plan their business moves.

KEY MARKET SEGMENTS

By Technology

Head Mounted Devices

Handheld Devices

By Type

AR Displays

AR Sensors

AR Input Devices

AR Semiconductor Components

Other products

By End User

Hospitals and Clinics

Research Laboratories

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Spain

Italy

UK

Rest of Europe

Asia-Pacific

Japan

India

China

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

KEY MARKET PLAYERS

Microsoft Corporation

Alphabet Inc. (Google)

Sony Corporation

Siemens (Siemens Healthcare)

Koninklijke Philips N.V. (Philips)

AccuVein Inc.

EchoPixel, DAQRI

Atheer, Inc.

Orca Health, Inc.

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