

Global Augmented Reality and Virtual Reality in Healthcare Market Size study, by Component (Hardware, Software and Services), by Technology (Augmented Reality and Virtual Reality), and Regional Forecasts 2021-2027

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Abstracts

Global Augmented Reality and Virtual Reality in Healthcare Market is valued approximately at USD 2 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 27% over the forecast period 2021-2027. The Augmented and virtual reality are used in the medical environment because of their use of 3D effect that helps for a thorough investigation of the part that is affected. Also, it helps the doctors to plan the critical surgeries. Growing demand of robotic surgeries instead of by-pass surgeries, rising demand for cardiovascular surgeries and rising prevalence of chronic diseases are leading to fuel the demand in the market. For instance, according to Statista report of 2018, in United States (U.S.), 64% adults aged 75 years and older prefers robot-assisted surgery over traditional surgery, similarly 60% of adults aged 55 to 64 years prefer robot-assisted surgery over traditional surgery. Furthermore, technological advancements by market players are expected to boost the demand in coming years. However, high equipment cost may hamper the market during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are considered for the regional analysis of the global Augmented Reality and Virtual Reality in Healthcare Market. North America is the significant region across the world in terms of market share due to continuous innovation in the region by the prominent market players. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to rapid development in healthcare sector.

Major market player included in this report are:

CAE

GE Healthcare
Koninklijke Philips N.V.
Intuitive Surgical
Siemens Ltd
Eon Reality, Inc
Layar
Bioflight VR
WorldViz
TheraSim Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware
Software
Services

By Technology:

Augmented Reality
Virtual Reality

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France
Spain

Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Augmented Reality and Virtual Reality in Healthcare Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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