

Global Immersive Technology in Healthcare Market Size Study, by Component (Hardware, Software/Platform, Services), by Healthcare Technology (Mixed Reality (MR), Virtual Reality (VR), Augmented Reality (AR), 360 Film), by Application (Training & Learning, Emergency Services, Product Development, Sales & Marketing) and Regional Forecasts 2022-2032

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Abstracts

Global Immersive Technology in Healthcare Market is valued at approximately USD 1.21 billion in 2023 with a robust CAGR of 18.59% over the forecast period 2024-2032. Immersive technology in healthcare encompasses the integration of virtual reality (VR), augmented reality (AR), and mixed reality (MR) to augment medical training, treatment methodologies, and patient care. These advanced technologies facilitate the creation of interactive, 3D environments that replicate real-world scenarios, which are instrumental in surgical planning, rehabilitation, and patient education. For instance, VR environments can provide patients with calming experiences to manage pain, while AR can overlay critical information during surgeries to enhance precision. Furthermore, immersive technology offers safe and controlled settings for medical professionals to practice procedures, thereby significantly improving healthcare outcomes.

The Global Immersive Technology in Healthcare Market growth is driven by enhanced training and educational capabilities provided through realistic simulations for medical professionals, which lead to improved patient outcomes. Technologies such as VR and AR aid in surgical precision, pain management, and rehabilitation, thus fostering increased adoption of innovative healthcare solutions. Moreover, the market presents several lucrative opportunities, such as the expansion of telemedicine, which enhances

remote consultations and treatments, personalized healthcare plans that boost patient engagement, and ongoing research and development leading to innovative applications in healthcare delivery. However, the market faces certain restraints, such as the high costs associated with the implementation and maintenance of these technologies, technical challenges related to integration with existing systems, and compliance with stringent medical regulations and patient data privacy laws.

The key regions considered for the market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the immersive technology in healthcare market in 2023, driven by numerous top IT firms and academic centers that are pioneering immersive medical technology applications. Innovation and adoption in this region are further fueled by collaborations between academia, industry, and healthcare providers. Within North America, the U.S. held the largest market share, while Canada emerged as the fastest-growing market. The Asia-Pacific region is expected to witness the fastest CAGR from 2022 to 2032.

Major market players included in this report are:

Acer Inc.
Atheer, Inc.
AVEVA Group PLC
Barco NV
Blippar Ltd.
Carl Zeiss AG
CM Labs Simulations Inc.
EON Reality, Inc.
FAAC Incorporated
Google, LLC
HCL Technologies Limited
Honeywell International, Inc.
HTC Corporation
Oculus VR
Microsoft Corporation

The detailed segments and sub-segment of the market are explained below:

By Component:

- Hardware
- Software/Platform
- Services

By Healthcare Technology:

- Mixed Reality (MR)
- Virtual Reality (VR)
- Augmented Reality (AR)

- 360 Film

By Application:

- Training & Learning
- Emergency Services
- Product Development
- Sales & Marketing

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
- RoLA

Middle East & Africa:

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.

- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market

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