

Global Augmented Reality and Virtual Reality in Healthcare Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Augmented Reality and Virtual Reality in Healthcare market size was valued at USD 989.8 million in 2023 and is forecast to a readjusted size of USD 4117.5 million by 2030 with a CAGR of 22.6% during review period.

The term Virtual Reality (VR) is the combination of the words virtual and reality. The word virtual means near, while reality is what is experienced by humans. Therefore, VR means 'near-reality'. VR aims to combine human senses such as hearing, touch and sight, with software and hardware to create an immersive exploratory virtual environment. More technically, VR is a three-dimensional computer generated environment, which an individual can explore and interact with, as well as perform a series of actions or manipulate objects within the environment.

According to our research, the global market for medical devices is estimated at US\$ 603 billion in the year 2023, and will be growing at a CAGR of 5% during next six years. The global healthcare spending contributes to occupy 10% of the global GDP and is continuously rising in recent years due to the increasing health needs of the aging population, the growing prevalence of chronic and infectious diseases and the expansion of emerging markets. The medical devices market plays a significant role in the healthcare industry. The market is driven by several factors, including the increasing demand for advanced healthcare services globally, advancements in medical technology, growing geriatric population, rising healthcare expenditure, and increasing awareness about early disease diagnosis and treatment.

The Global Info Research report includes an overview of the development of the

Augmented Reality and Virtual Reality in Healthcare industry chain, the market status of Pharmacy benefit Management (Semiconductor Components, Sensors), Rehabilitation and Therapeutics (Semiconductor Components, Sensors), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Augmented Reality and Virtual Reality in Healthcare.

Regionally, the report analyzes the Augmented Reality and Virtual Reality in Healthcare markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Augmented Reality and Virtual Reality in Healthcare market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Augmented Reality and Virtual Reality in Healthcare market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Augmented Reality and Virtual Reality in Healthcare industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Semiconductor Components, Sensors).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Augmented Reality and Virtual Reality in Healthcare market.

Regional Analysis: The report involves examining the Augmented Reality and Virtual Reality in Healthcare market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Augmented Reality and Virtual Reality in Healthcare market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Augmented Reality and Virtual Reality in Healthcare:

Company Analysis: Report covers individual Augmented Reality and Virtual Reality in Healthcare players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Augmented Reality and Virtual Reality in Healthcare. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Pharmacy benefit Management, Rehabilitation and Therapeutics).

Technology Analysis: Report covers specific technologies relevant to Augmented Reality and Virtual Reality in Healthcare. It assesses the current state, advancements, and potential future developments in Augmented Reality and Virtual Reality in Healthcare areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Augmented Reality and Virtual Reality in Healthcare market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Augmented Reality and Virtual Reality in Healthcare market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Semiconductor Components

Sensors

Market segment by Application

Pharmacy benefit Management

Rehabilitation and Therapeutics

Patient Care Management

Surgical and Diagnostic Imaging

Medical Training

Fitness Management

Education

Others

Market segment by players, this report covers

Philips Healthcare

Simulaids

GE Healthcare

Virtual realities

Intuitive Surgical

WorldViz

CAE Healthcare

TheraSim

Siemens Healthcare

Vital Images

Laerdal Medical

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Augmented Reality and Virtual Reality in Healthcare product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Augmented Reality and Virtual Reality in Healthcare, with revenue, gross margin and global market share of Augmented Reality and Virtual Reality in Healthcare from 2019 to 2024.

Chapter 3, the Augmented Reality and Virtual Reality in Healthcare competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Augmented Reality and Virtual Reality in Healthcare market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Augmented Reality and Virtual Reality in Healthcare.

Chapter 13, to describe Augmented Reality and Virtual Reality in Healthcare research findings and conclusion.

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