

Asia Pacific Healthcare Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Application, End User, and Country: Trend Forecast and Growth Opportunity

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Abstracts

Asia Pacific healthcare augmented reality and virtual reality market will grow by 36.2% annually with a total addressable market cap of \$70.15 billion over 2023-2032, driven by the rising adoption of advanced technologies in the healthcare sector, the growing advancement in immersive technologies, the numerous benefits associated with the use of AR & VR, and the rising concern for the prevalence of chronic diseases.

Highlighted with 40 tables and 70 figures, this 147-page report "Asia Pacific Healthcare Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Application, End User, and Country: Trend Forecast and Growth Opportunity" is based on a comprehensive research of the entire Asia Pacific healthcare augmented reality and virtual reality market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2020-2022 and provides forecast from 2023 till 2032 with 2022 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year, and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:



Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19 and Russia-Ukraine conflict. The balanced (most likely) projection is used to quantify Asia Pacific healthcare augmented reality and virtual reality market in every aspect of the classification from perspectives of Technology, Offering, Device Type, Application, End User, and Country.

Based on Technology, the Asia Pacific market is segmented into the following submarkets with annual revenue (\$ mn) for 2022-2032 included in each section.

Augmented Reality (AR)

Marker-based Augmented Reality (Passive Marker and Active Marker)

Markerless Augmented Reality (Model-based Tracking and Image-based Processing)

Other Technologies

Virtual Reality (VR)

Nonimmersive Technology

Semi-Immersive Technology

Fully Immersive Technology

Based on Offering, the Asia Pacific market is segmented into the following sub-markets

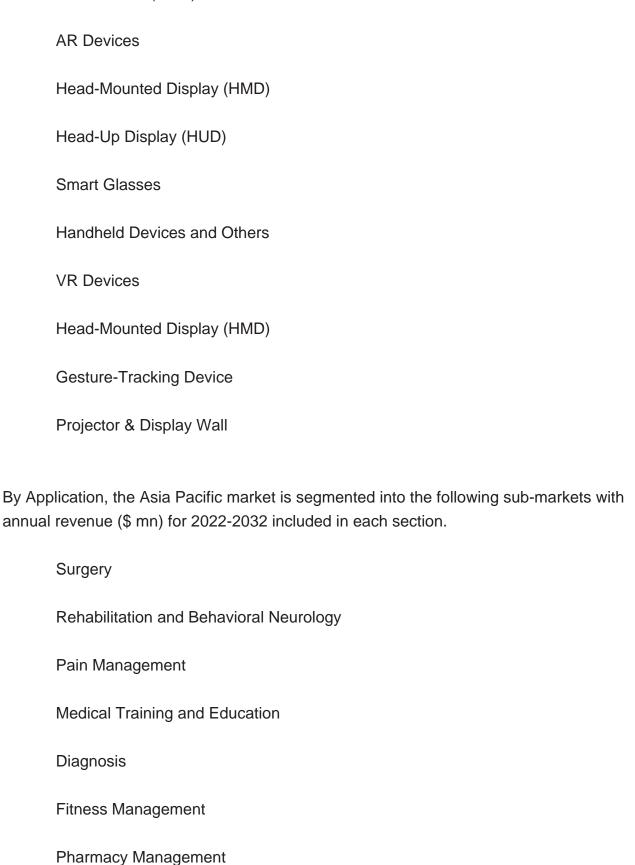


with annual revenue (\$ mn) for 2022-2032 included in each section.

Hardware
Sensors
Semiconductor Component
Displays and Projectors
Position Trackers
Cameras
Other Hardware
Software
Software Developer Kits
Imaging Solutions
Enterprise Solutions
Content Platforms
Other Software
Services
Cloud Services
System Integration
Consulting
Other Services



By Device Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.





Virtual Reality Expose Therapy (VRET) Other Applications By End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section. Academic Institutes Hospitals and Clinics Research and Diagnostics Laboratories Pharma Companies and Research Centers Government and Defense Institutions Other End Users Geographically, the following national/local markets are fully investigated: Japan China South Korea Australia India

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2022-2032. The breakdown of national markets by Technology, Offering,

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia,

Thailand, New Zealand, Vietnam, Taiwan, and Philippines)



and Application over the forecast years are also included.

The report also covers the current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Selected Key Players:		
Alphabet Inc.		
Artificial Life, Inc.		
CAE Healthcare		
EON Reality		
Facebook		
Foursquare Labs, Inc.		
GE Healthcare		
Hologic, Inc.		
HTC		
Immersion Corp		
Intuitive Surgical Inc.		
Medtronic		
Microsoft		
Orca Health		
Philips Healthcare		

Samsung



Siemens Healthcare
Simulab Corp
Sony
TheraSim, Inc.
VirtaMed
Vuzix Corp
(Please note: The report will be updated before delivery so that the latest historical year

is the base year, and the forecast covers at least 5 years over the base year.)



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CAE Healthcare

EON Reality

Facebook

Foursquare Labs, Inc.

GE Healthcare

Hologic, Inc.

HTC

Immersion Corp

Intuitive Surgical Inc.

Medtronic

Microsoft



Orca Health

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