

Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Technology, Offering, Device Type, Application, End-user, and Country 2019-2026: Trend Forecast and Growth Opportunity

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Abstracts

Asia-Pacific augmented reality and virtual reality market in healthcare industry is expected to grow at an astonishing 2019-2026 CAGR of 39.9%, representing an addressable cumulative market of \$13.76 billion over the next 7 years.

Highlighted with 34 tables and 47 figures, this 131-page report “Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Technology, Offering, Device Type, Application, End-user, and Country 2019-2026: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia-Pacific healthcare AR and VR 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 provides historical market data for 2015-2018, revenue estimates for 2019, and forecasts from 2020 till 2026. (Please note: The report will be updated before delivery if necessary, 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. 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 sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Augmented Reality (AR)

Marker-based Augmented Reality (further segmented into Passive Marker and Active Marker)

Markerless Augmented Reality (further segmented into Model based Tracking and Image based Processing)

Virtual Reality (VR)

Nonimmersive Technology

Semi-Immersive and Fully Immersive Technology

Based on offering, the Asia-Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Hardware

Sensors

Semiconductor Component

Displays and Projectors

Position Trackers

Cameras

Others

Software

Software Developer Kits

Imaging Solutions

Enterprise Solutions

Content Platforms

Others

Service

Cloud Services

System Integration

Consulting

Others

Based on device type, the Asia-Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Augmented Reality Devices

Head-Mounted Display (HMD)

Handheld Device

Virtual Reality Devices

Head-Mounted Display (HMD)

Gesture-Tracking Device

Projector & Display Wall

Based on application, the Asia-Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Surgery

Rehabilitation and Behavioral Neurology

Pain Management

Medical Training and Education

Diagnosis

Fitness Management

Virtual Reality Expose Therapy (VRET)

Others

Based on end-user, the Asia-Pacific market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Academic Institutes

Hospitals and Clinics

Research and Diagnostics Laboratories

Pharma Companies and Research Centers

Advertising and Government Agencies

Other End Users

Geographically, the following national markets are fully investigated:

Japan

China

India

Australia

South Korea

Rest of APAC

For each of the aforementioned regions and countries, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of key national markets by Technology, Application, and End-user over the forecast years are also included.

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

Specifically, potential risks associated with investing in Asia-Pacific healthcare augmented reality and virtual reality market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

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 if necessary, so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND QUALITATIVE ANALYSIS

- 2.1 Market Size and Forecast
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF ASIA-PACIFIC MARKET BY TECHNOLOGY

- 3.1 Market Overview by Technology
- 3.2 Asia-Pacific Healthcare Augmented Reality (AR) Market 2015-2026
 - 3.2.1 Marker-based Augmented Reality
 - 3.2.2 Markerless Augmented Reality
- 3.3 Asia-Pacific Healthcare Virtual Reality (VR) Market 2015-2026
 - 3.3.1 Nonimmersive Technology
 - 3.2.2 Semi-Immersive and Fully Immersive Technology

4 SEGMENTATION OF ASIA-PACIFIC MARKET BY OFFERING

- 4.1 Market Overview by Offering
- 4.2 Asia-Pacific Hardware Market of Healthcare AR and VR 2015-2026

4.3 Asia-Pacific Software Market of Healthcare AR and VR 2015-2026

4.4 Asia-Pacific Service Market of Healthcare AR and VR 2015-2026

5 SEGMENTATION OF ASIA-PACIFIC MARKET BY DEVICE TYPE

5.1 Market Overview by Device Type

5.2 Asia-Pacific AR Devices Market 2015-2026

5.2.1 Head-Mounted Display (HMD)

5.2.2 Handheld Device

5.3 Asia-Pacific VR Devices Market 2015-2026

5.3.1 Head-Mounted Display (HMD)

5.3.2 Gesture-Tracking Device

5.3.3 Projector & Display Wall

6 SEGMENTATION OF ASIA-PACIFIC MARKET BY APPLICATION

6.1 Market Overview by Application

6.2 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Surgery 2015-2026

6.3 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Rehabilitation and Behavioral Neurology 2015-2026

6.4 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Pain Management 2015-2026

6.5 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Medical Training and Diagnosis 2015-2026

6.6 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Diagnosis 2015-2026

6.7 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Fitness Management 2015-2026

6.8 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Virtual Reality Expose Therapy (VRET) 2015-2026

6.9 Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Other Sectors 2015-2026

7 SEGMENTATION OF ASIA-PACIFIC MARKET BY END-USER

7.1 Market Overview by End-user

7.2 Asia-Pacific Healthcare AR and VR Market in Academic Institutes 2015-2026

7.3 Asia-Pacific Healthcare AR and VR Market in Hospitals and Clinics 2015-2026

7.4 Asia-Pacific Healthcare AR and VR Market in Research and Diagnostics Laboratories 2015-2026

7.5 Asia-Pacific Healthcare AR and VR Market in Pharma Companies and Research Centers 2015-2026

7.6 Asia-Pacific Healthcare AR and VR Market in Advertising and Government Agencies 2015-2026

7.7 Asia-Pacific Healthcare AR and VR Market in Other End Users 2015-2026

8 ASIA-PACIFIC MARKET 2015-2026 BY COUNTRY

8.1 Overview of Asia-Pacific Market

8.2 China

8.3 Japan

8.4 India

8.5 Australia

8.6 South Korea

8.7 Rest of APAC Region

9 COMPETITIVE LANDSCAPE

9.1 Overview of Key Vendors

9.2 Company Profiles

10 INVESTING IN ASIA-PACIFIC MARKET: RISK ASSESSMENT AND MANAGEMENT

10.1 Risk Evaluation of Asia-Pacific Market

10.2 Critical Success Factors (CSFs)

RELATED REPORTS AND PRODUCTS

List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market, 2018-2026

Table 2. Main Product Trends and Market Opportunities in Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market

Table 3. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 4. Asia-Pacific Healthcare Augmented Reality Market by Technology, 2015-2026, \$ mn

Table 5. Asia-Pacific Healthcare Marker-based AR Market by Technology, 2015-2026, \$ mn

Table 6. Asia-Pacific Healthcare Markerless Augmented Reality Market by Technology, 2015-2026, \$ mn

Table 7. Asia-Pacific Healthcare Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 8. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Offering, 2015-2026, \$ mn

Table 9. Asia-Pacific Healthcare AR and VR Hardware Market by Type, 2015-2026, \$ mn

Table 10. Asia-Pacific Healthcare AR and VR Software Market by Type, 2015-2026, \$ mn

Table 11. Asia-Pacific Healthcare AR and VR Software Market by Type, 2015-2026, \$ mn

Table 12. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Device Type, 2015-2026, \$ mn

Table 13. Asia-Pacific Augmented Reality Devices Market by Type, 2015-2026, \$ mn

Table 14. Asia-Pacific Virtual Reality Devices Market by Type, 2015-2026, \$ mn

Table 15. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 16. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 17. APAC Healthcare Augmented Reality and Virtual Reality Market by Country, 2015-2026, \$ mn

Table 18. China Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 19. China Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 20. China Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 21. Japan Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 22. Japan Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 23. Japan Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 24. India Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 25. India Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 26. India Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 27. Australia Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 28. Australia Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 29. Australia Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 30. South Korea Healthcare Augmented Reality and Virtual Reality Market by Technology, 2015-2026, \$ mn

Table 31. South Korea Healthcare Augmented Reality and Virtual Reality Market by Application, 2015-2026, \$ mn

Table 32. South Korea Healthcare Augmented Reality and Virtual Reality Market by End-user, 2015-2026, \$ mn

Table 33. Risk Evaluation for Investing in Asia-Pacific Market, 2018-2026

Table 34. Critical Success Factors and Key Takeaways

List Of Figures

LIST OF FIGURES:

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Asia-Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2018-2026

Figure 4. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Revenue, 2015-2026, \$ mn

Figure 5. Primary Drivers and Impact Factors of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market

Figure 6. Primary Restraints and Impact Factors of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market

Figure 7. Porter's Fiver Forces Analysis of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market

Figure 8. Breakdown of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Technology, 2018-2026, % of Revenue

Figure 9. Contribution to Asia-Pacific 2019-2026 Cumulative Revenue by Technology, Value (\$ mn) and Share (%)

Figure 10. Asia-Pacific Healthcare Augmented Reality (AR) Market, 2015-2026, \$ mn

Figure 11. Asia-Pacific Healthcare Virtual Reality (VR) Market, 2015-2026, \$ mn

Figure 12. Breakdown of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Offering, 2018-2026, % of Revenue

Figure 13. Contribution to Asia-Pacific 2019-2026 Cumulative Revenue by Offering, Value (\$ mn) and Share (%)

Figure 14. Asia-Pacific Hardware Market of Healthcare AR and VR, 2015-2026, \$ mn

Figure 15. Asia-Pacific Software Market of Healthcare AR and VR, 2015-2026, \$ mn

Figure 16. Asia-Pacific Service Market of Healthcare AR and VR, 2015-2026, \$ mn

Figure 17. Breakdown of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Device Type, 2018-2026, % of Revenue

Figure 18. Contribution to Asia-Pacific 2019-2026 Cumulative Revenue by Device Type, Value (\$ mn) and Share (%)

Figure 19. Asia-Pacific AR Devices Market, 2015-2026, \$ mn

Figure 20. Asia-Pacific VR Devices Market, 2015-2026, \$ mn

Figure 21. Breakdown of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by Application, 2018-2026, % of Revenue

Figure 22. Contribution to Asia-Pacific 2019-2026 Cumulative Revenue by Application, Value (\$ mn) and Share (%)

Figure 23. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Surgery, 2015-2026, \$ mn

Figure 24. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Rehabilitation and Behavioral Neurology, 2015-2026, \$ mn

Figure 25. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Pain Management, 2015-2026, \$ mn

Figure 26. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Medical Training and Diagnosis, 2015-2026, \$ mn

Figure 27. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Diagnosis, 2015-2026, \$ mn

Figure 28. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Fitness Management, 2015-2026, \$ mn

Figure 29. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Virtual Reality Expose Therapy (VRET), 2015-2026, \$ mn

Figure 30. Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market for Other Sectors, 2015-2026, \$ mn

Figure 31. Breakdown of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Market by End-user, 2018-2026, % of Revenue

Figure 32. Contribution to Asia-Pacific 2019-2026 Cumulative Revenue by End-user, Value (\$ mn) and Share (%)

Figure 33. Asia-Pacific Healthcare AR and VR Market in Academic Institutes, 2015-2026, \$ mn

Figure 34. Asia-Pacific Healthcare AR and VR Market in Hospitals and Clinics, 2015-2026, \$ mn

Figure 35. Asia-Pacific Healthcare AR and VR Market in Research and Diagnostics Laboratories, 2015-2026, \$ mn

Figure 36. Asia-Pacific Healthcare AR and VR Market in Pharma Companies and Research Centers, 2015-2026, \$ mn

Figure 37. Asia-Pacific Healthcare AR and VR Market in Advertising and Government Agencies, 2015-2026, \$ mn

Figure 38. Asia-Pacific Healthcare AR and VR Market in Other End Users, 2015-2026, \$ mn

Figure 39. Breakdown of APAC Healthcare Augmented Reality and Virtual Reality Market by Country, 2018 and 2026, % of Revenue

Figure 40. Contribution to APAC 2019-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 41. Healthcare Augmented Reality and Virtual Reality Market in China by Revenue, 2015-2026, \$ mn

Figure 42. Healthcare Augmented Reality and Virtual Reality Market in Japan by

Revenue, 2015-2026, \$ mn

Figure 43. Healthcare Augmented Reality and Virtual Reality Market in India by

Revenue, 2015-2026, \$ mn

Figure 44. Healthcare Augmented Reality and Virtual Reality Market in Australia by

Revenue, 2015-2026, \$ mn

Figure 45. Healthcare Augmented Reality and Virtual Reality Market in South Korea by

Revenue, 2015-2026, \$ mn

Figure 46. Healthcare Augmented Reality and Virtual Reality Market in Rest of APAC by

Revenue, 2015-2026, \$ mn

Figure 47. Growth Stage of Asia-Pacific Healthcare Augmented Reality and Virtual Reality Industry over the Forecast Period

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