

# Global AR and VR Medical Device Market Growth 2026-2032

<https://marketpublishers.com/r/GCAD6C109B27EN.html>

Date: May 2026

Pages: 108

Price: US\$ 3,660.00 (Single User License)

ID: GCAD6C109B27EN

## Abstracts

The global AR and VR Medical Device market size is predicted to grow from US\$ 3668 million in 2025 to US\$ 8292 million in 2032; it is expected to grow at a CAGR of 12.4% from 2026 to 2032.

AR and VR medical device refers to device that integrate immersive technologies such as VR (virtual reality) and AR (augmented reality) into tangible, independently operable hardware products for clinical use as medical devices. These devices typically include physical carriers such as head-mounted displays, smart glasses, and handheld probes, and incorporate medical-standard software algorithms to form a complete medical device. Augmented reality and virtual reality medical devices, through hardware such as AR/VR headsets, convert patient image data into transparent holographic images and precisely overlay them onto the surgical field, solving the problems of hand-eye separation and reliance on spatial imagination required in traditional surgery, achieving 'seeing through the skin for surgery.' Simultaneously, they create an immersive virtual treatment environment for patients, addressing the issues of monotonous traditional rehabilitation training and the difficulty in constructing psychological treatment scenarios, and providing a repeatable, risk-free medical teaching platform, improving diagnostic accuracy, patient compliance, and the efficiency of medical education. The upstream mainly includes core hardware and underlying technology suppliers, such as manufacturers providing chips, sensors, cameras, and display modules, as well as software algorithm providers responsible for medical image data processing and 3D reconstruction. The downstream consists of end users and application scenarios for medical devices, namely medical institutions at all levels (hospitals, surgical centers, rehabilitation centers) using the equipment for clinical diagnosis and treatment, and medical schools using it for teaching and training. These devices typically reach end users through professional medical device distributors or direct supply from

manufacturers. In 2025, the production volume of augmented reality and virtual reality medical devices is estimated at approximately 1.5 million units, with an average price of approximately US\$2,500 per unit, a gross profit margin of approximately 45%, and a single-line production capacity of 20,000 units per year.

United States market for AR and VR Medical Device is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AR and VR Medical Device is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AR and VR Medical Device is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AR and VR Medical Device players cover Augmedics, Inc., VB Spine, LLC, Tyromotion GmbH, Xironetic, Inc., Proprio, Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "AR and VR Medical Device Industry Forecast" looks at past sales and reviews total world AR and VR Medical Device sales in 2025, providing a comprehensive analysis by region and market sector of projected AR and VR Medical Device sales for 2026 through 2032. With AR and VR Medical Device sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AR and VR Medical Device industry.

This Insight Report provides a comprehensive analysis of the global AR and VR Medical Device landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on AR and VR Medical Device portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AR and VR Medical Device market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AR and VR Medical Device and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced

view of the current state and future trajectory in the global AR and VR Medical Device.

This report presents a comprehensive overview, market shares, and growth opportunities of AR and VR Medical Device market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Virtual Reality (VR) Medical Device

Augmented Reality (AR) Medical Device

Segmentation by Tracking Technology:

Marker-Based Tracking Device

Marker-Less Tracking Device

Segmentation by Application:

Hospital

Rehabilitation Center

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Augmedics, Inc.

VB Spine, LLC

Tyromotion GmbH

Xironetic, Inc.

Proprio, Inc.

Vuzix Corporation

BHS Technologies

Novarad Corporation

RealView Imaging Ltd.

Surgical Theater, Inc.

Shanghai Linyan Medical Technology Co., Ltd.

Shanghai Futuo Zhida Medical Technology Co., Ltd.

Henan Xiangyu Medical Equipment Co., Ltd.

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global AR and VR Medical Device market?

What factors are driving AR and VR Medical Device market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do AR and VR Medical Device market opportunities vary by end market size?

How does AR and VR Medical Device break out by Type, by Application?

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