

# **AR Phobia Treatment Market Forecasts to 2032 – Global Analysis By Phobia Type (Zoophobia, Acrophobia, Glossophobia, Aerophobia, Claustrophobia, Astraphobia, Trypanophobia and Other Phobia Types), Component (Software, Hardware and Services), Deployment Mode, End User and By Geography**

<https://marketpublishers.com/r/ADA6BC7DCC6EEN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: ADA6BC7DCC6EEN

## **Abstracts**

According to Statistics MRC, the Global AR Phobia Treatment Market is accounted for \$165.7 million in 2025 and is expected to reach \$540.6 million by 2032 growing at a CAGR of 18.4% during the forecast period. Augmented reality (AR) phobia treatment is an emerging therapeutic approach that leverages immersive AR technologies to help individuals confront and manage specific phobias in controlled, interactive environments. By simulating realistic fear-inducing scenarios through AR applications and devices, patients can undergo gradual exposure therapy in a safe, customizable, and cost-effective manner. This method enhances engagement, reduces traditional therapy limitations, and is increasingly gaining traction in behavioral health interventions.

According to the National Institute of Mental Health (NIMH), an estimated 12.5% of U.S. adults experience a specific phobia at some time in their lives.

Market Dynamics:

Driver:

Rising prevalence of anxiety disorders and phobias

The increasing global incidence of anxiety disorders and specific phobias is a primary driver for this market. This rising prevalence expands the addressable patient population, directly catalyzing demand for innovative and accessible treatment modalities like AR-based exposure therapy. Additionally, growing mental health awareness destigmatizes these conditions, encouraging individuals to seek treatment. Moreover, the proven efficacy of AR in creating controlled, immersive therapeutic environments positions it as a superior alternative to traditional methods, compelling its adoption by clinicians and healthcare institutions.

#### Restraint:

##### High implementation costs

The high per-unit cost of AR headsets and the expense of creating clinically validated therapeutic content limit accessibility for individual practitioners and smaller clinics. The need for specialized training for therapists further increases the total cost of ownership. This financial barrier can slow down widespread adoption, particularly in price-sensitive markets and developing regions, potentially restricting market growth to well-funded entities.

#### Opportunity:

##### Expansion into home-based treatment and mHealth apps

A significant opportunity lies in the development of home-based treatment solutions integrated with mobile health (mHealth) applications. This expansion democratizes access to therapy, overcoming geographical and scheduling barriers for patients. Remote monitoring capabilities allow clinicians to oversee progress and adjust treatment protocols virtually. Moreover, the proliferation of smartphones and affordable AR/VR accessories creates a vast, scalable platform for delivering therapeutic content, opening new revenue streams and fostering a more continuous and patient-centric care model.

#### Threat:

##### Data privacy and security concerns

Operating systems collect highly personal biometric and performance data, making

them attractive targets for cyberattacks. Breaches could lead to severe reputational damage for providers and erode patient trust. Moreover, navigating the complex, evolving landscape of global health data regulations, such as HIPAA and GDPR, adds compliance burdens and operational complexity, potentially deterring investment and adoption from both providers and patients.

#### Covid-19 Impact:

The Covid-19 pandemic significantly accelerated the AR phobia treatment market. Lockdowns and social distancing mandates disrupted traditional in-person therapy, creating an urgent need for remote, accessible mental health solutions. This catalyzed the adoption of telehealth and digital therapeutics, including AR-based exposure therapy, which could be administered remotely. Additionally, the heightened focus on mental wellness during the crisis increased awareness and acceptance of such innovative treatment modalities, providing a sustained boost to market development post-pandemic.

The acrophobia segment is expected to be the largest during the forecast period

The acrophobia segment is expected to account for the largest market share during the forecast period due to the high global prevalence of fear of heights and the exceptional suitability of AR for its treatment. AR technology is uniquely capable of simulating elevated environments with a high degree of realism and controllable intensity, which is fundamental for graduated exposure therapy. Additionally, the clear and measurable parameters for simulating height variations make it an ideal clinical application, driving its preference among therapists and patients alike, thereby securing its dominant market position.

The cloud-based segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cloud-based segment is predicted to witness the highest growth rate, driven by the rising preference for scalable, flexible, and cost-efficient solutions that allow patients and healthcare providers to access treatment platforms remotely. Cloud-based systems offer seamless integration with virtual reality and augmented reality tools, enabling personalized therapy and real-time progress tracking. Additionally, the increasing adoption of telehealth services, growing internet penetration, and demand for remote mental health support are accelerating this trend. These advantages position the cloud-based segment as a key driver in advancing accessibility,

efficiency, and overall adoption of AR-based phobia treatment solutions.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by its advanced healthcare infrastructure, high healthcare expenditure, and early adoption of innovative digital health technologies. The presence of leading market players and a strong focus on mental health in the region further propel growth. Additionally, supportive regulatory frameworks and favorable reimbursement scenarios for digital therapeutics encourage both provider adoption and patient access, consolidating North America's position as the dominant revenue-generating region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by a large patient population, increasing awareness of mental health disorders, and improving healthcare accessibility. Rapid digitalization, growing smartphone penetration, and rising investments in healthcare IT infrastructure create fertile ground for mHealth and AR-based solutions. Moreover, the increasing burden of anxiety disorders and a growing number of startups focusing on digital therapeutics present significant untapped potential, making it the fastest-growing market.

Key players in the market

Some of the key players in AR Phobia Treatment Market include Limbix, Psious, BehaVR, XRHealth, Oxford VR, AppliedVR, Sanofi, Teva Pharmaceuticals, Johnson & Johnson, Novartis, Biogen, Pear Therapeutics, CognifiSense, Virtually Better and Mimerse.

Key Developments:

In June 2025, Teva (TEVA) Pharmaceuticals, a U.S. affiliate of Teva Pharmaceutical Industries, announced results from a study of treatment patterns among patients with tardive dyskinesia residing in long-term care facilities, highlighting a critical gap in TD diagnosis and treatment. Key results from the study revealed: Of the residents being treated with antipsychotic drugs, 5.6% had a diagnosis of extrapyramidal syndrome, – a broad term used to describe any drug-induced movement disorder with no wide-treating therapeutic option – while 1.1% had a specific diagnosis of TD.

In May 2022, Teva Pharmaceuticals, a U.S. affiliate of Teva Pharmaceutical Industries Ltd. announced four data presentations for AUSTEDO® (deutetrabenazine) tablets and TV-46000/mdc-IRM. These data will be presented at the American Psychiatric Association (APA) Annual Meeting held May 21-25, 2022 in New Orleans, Louisiana, and again virtually June 7-10, 2022.

#### Phobia Types Covered:

Zoophobia

Acrophobia

Glossophobia

Aerophobia

Claustrophobia

Astraphobia

Trypanophobia

Other Phobia Types

#### Components:

Software

Hardware

Services

#### Deployment Modes Covered:

On-Premise

Cloud-Based

End Users Covered:

Hospitals and Clinics

Therapy and Counseling Centers

Home-based Users / Patients

Research and Academic Institutions

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

*AR Phobia Treatment Market Forecasts to 2032 – Global Analysis By Phobia Type (Zoophobia, Acrophobia, Glossoph...*

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL AR PHOBIA TREATMENT MARKET, BY PHOBIA TYPE**

- 5.1 Introduction
- 5.2 Zoophobia
- 5.3 Acrophobia
- 5.4 Glossophobia
- 5.5 Aerophobia
- 5.6 Claustrophobia
- 5.7 Astraphobia
- 5.8 Trypanophobia
- 5.9 Other Phobia Types

## **6 GLOBAL AR PHOBIA TREATMENT MARKET, BY COMPONENT**

- 6.1 Introduction
- 6.2 Software
  - 6.2.1 AR Content & Applications
  - 6.2.2 Platform/Management Software
- 6.3 Hardware
  - 6.3.1 Head-Mounted Displays (HMDs) & Smart Glasses
  - 6.3.2 Smartphones & Tablets
  - 6.3.3 Sensors & Trackers
- 6.4 Services
  - 6.4.1 Integration & Deployment
  - 6.4.2 Support & Maintenance
  - 6.4.3 Training & Consulting

## **7 GLOBAL AR PHOBIA TREATMENT MARKET, BY DEPLOYMENT MODE**

- 7.1 Introduction
- 7.2 On-Premise
- 7.3 Cloud-Based

## **8 GLOBAL AR PHOBIA TREATMENT MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Hospitals and Clinics
- 8.3 Therapy and Counseling Centers
- 8.4 Home-based Users / Patients
- 8.5 Research and Academic Institutions

## **9 GLOBAL AR PHOBIA TREATMENT MARKET, BY GEOGRAPHY**

9.1 Introduction

9.2 North America

9.2.1 US

9.2.2 Canada

9.2.3 Mexico

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 Italy

9.3.4 France

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

10.2 Acquisitions & Mergers

- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

## **11 COMPANY PROFILING**

- 11.1 Limbix
- 11.2 Psious
- 11.3 BehaVR
- 11.4 XRHealth
- 11.5 Oxford VR
- 11.6 AppliedVR
- 11.7 Sanofi
- 11.8 Teva Pharmaceuticals
- 11.9 Johnson & Johnson
- 11.10 Novartis
- 11.11 Biogen
- 11.12 Pear Therapeutics
- 11.13 CognifiSense
- 11.14 Virtually Better
- 11.15 Mimerse

## List Of Tables

### LIST OF TABLES

Table 1 Global AR Phobia Treatment Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global AR Phobia Treatment Market Outlook, By Phobia Type (2024-2032) (\$MN)

Table 3 Global AR Phobia Treatment Market Outlook, By Zoophobia (2024-2032) (\$MN)

Table 4 Global AR Phobia Treatment Market Outlook, By Acrophobia (2024-2032) (\$MN)

Table 5 Global AR Phobia Treatment Market Outlook, By Glossophobia (2024-2032) (\$MN)

Table 6 Global AR Phobia Treatment Market Outlook, By Aerophobia (2024-2032) (\$MN)

Table 7 Global AR Phobia Treatment Market Outlook, By Claustrophobia (2024-2032) (\$MN)

Table 8 Global AR Phobia Treatment Market Outlook, By Astraphobia (2024-2032) (\$MN)

Table 9 Global AR Phobia Treatment Market Outlook, By Trypanophobia (2024-2032) (\$MN)

Table 10 Global AR Phobia Treatment Market Outlook, By Other Phobia Types (2024-2032) (\$MN)

Table 11 Global AR Phobia Treatment Market Outlook, By Component (2024-2032) (\$MN)

Table 12 Global AR Phobia Treatment Market Outlook, By Software (2024-2032) (\$MN)

Table 13 Global AR Phobia Treatment Market Outlook, By AR Content & Applications (2024-2032) (\$MN)

Table 14 Global AR Phobia Treatment Market Outlook, By Platform/Management Software (2024-2032) (\$MN)

Table 15 Global AR Phobia Treatment Market Outlook, By Hardware (2024-2032) (\$MN)

Table 16 Global AR Phobia Treatment Market Outlook, By Head-Mounted Displays (HMDs) & Smart Glasses (2024-2032) (\$MN)

Table 17 Global AR Phobia Treatment Market Outlook, By Smartphones & Tablets (2024-2032) (\$MN)

Table 18 Global AR Phobia Treatment Market Outlook, By Sensors & Trackers (2024-2032) (\$MN)

Table 19 Global AR Phobia Treatment Market Outlook, By Services (2024-2032) (\$MN)

Table 20 Global AR Phobia Treatment Market Outlook, By Integration & Deployment

(2024-2032) (\$MN)

Table 21 Global AR Phobia Treatment Market Outlook, By Support & Maintenance

(2024-2032) (\$MN)

Table 22 Global AR Phobia Treatment Market Outlook, By Training & Consulting

(2024-2032) (\$MN)

Table 23 Global AR Phobia Treatment Market Outlook, By Deployment Mode

(2024-2032) (\$MN)

Table 24 Global AR Phobia Treatment Market Outlook, By On-Premise (2024-2032)

(\$MN)

Table 25 Global AR Phobia Treatment Market Outlook, By Cloud-Based (2024-2032)

(\$MN)

Table 26 Global AR Phobia Treatment Market Outlook, By End User (2024-2032) (\$MN)

Table 27 Global AR Phobia Treatment Market Outlook, By Hospitals and Clinics

(2024-2032) (\$MN)

Table 28 Global AR Phobia Treatment Market Outlook, By Therapy and Counseling

Centers (2024-2032) (\$MN)

Table 29 Global AR Phobia Treatment Market Outlook, By Home-based Users /

Patients (2024-2032) (\$MN)

Table 30 Global AR Phobia Treatment Market Outlook, By Research and Academic

Institutions (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: AR Phobia Treatment Market Forecasts to 2032 – Global Analysis By Phobia Type (Zoophobia, Acrophobia, Glossophobia, Aerophobia, Claustrophobia, Astraphobia, Trypanophobia and Other Phobia Types), Component (Software, Hardware and Services), Deployment Mode, End User and By Geography

Product link: <https://marketpublishers.com/r/ADA6BC7DCC6EEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ADA6BC7DCC6EEN.html>