

Virtual Reality in Therapy Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Technology (Full Immersive VR, Semi-Immersive VR, and Non- Immersive VR), By Device (Head Mount, Gesture Control, and Projectors), By Application (Phobia Treatment, Robotic Surgery, Visualization, Rehabilitation, Treatment of Post-Traumatic Stress Disorder, Treatment of Autism, and Surgery Simulation), By Region & Competition, 2021-2031F

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Abstracts

The Global Virtual Reality in Therapy Market is projected to expand significantly, rising from a valuation of USD 3.31 Billion in 2025 to USD 7.47 Billion by 2031, reflecting a compound annual growth rate of 14.53%. This sector encompasses the utilization of immersive digital simulations to support physical rehabilitation, alleviate pain, and address mental health challenges like anxiety and PTSD. A primary catalyst for this growth is the escalating prevalence of chronic diseases, coupled with an urgent demand for scalable, non-invasive treatment options that can reduce the strain on conventional medical systems. Additionally, the increasing convergence of these immersive tools with telehealth infrastructures is improving patient accessibility and participation, establishing the technology as a crucial element of contemporary healthcare frameworks.

Despite this upward trajectory, the market faces notable impediments, particularly regarding the substantial expenses linked to procuring specialized hardware and engineering clinically verified software. These financial hurdles, along with complicated

reimbursement structures, may retard adoption rates among smaller medical facilities. Nevertheless, confidence within the industry remains strong; the XR Association reported in 2024 that 84 percent of healthcare experts anticipate virtual and augmented reality technologies will effect a positive transformation within the sector. This pervasive optimism highlights the enduring value of immersive therapeutics, even amidst prevailing economic and operational challenges.

Market Driver

The market is being fundamentally transformed by an increase in clinical validations and regulatory endorsements, which are elevating virtual reality from a supplementary aid to a recognized medical intervention. As regulatory authorities define clearer approval pathways, medical practitioners are acquiring the assurance needed to prescribe immersive therapies for various applications, from surgical preparation to pain relief. This momentum is demonstrated by the growing number of sanctioned solutions; according to Radiology Business in September 2024, the U.S. FDA has authorized 69 medical products utilizing augmented or virtual reality, indicating a mature regulatory landscape that fosters broader acceptance. Such endorsements are essential for dispelling skepticism among clinicians and insurers, thereby hastening the incorporation of these devices into standard treatment protocols.

Furthermore, the surge in government grants and corporate investments in digital therapeutics is accelerating market expansion by enabling enterprises to enlarge their operations and advance their technological prowess. These financial infusions allow companies to combine assets, extend their clinical reach, and create advanced AI-driven capabilities for personalized care. For example, MedCity News reported in January 2024 that XRHealth obtained \$6 million to facilitate its merger with Amelia Virtual Care and develop an AI-based clinician, establishing a comprehensive platform for physical and mental health. This capital is vital for running the extensive trials required to demonstrate efficacy and obtain reimbursement. Illustrating the clinical success fueling this investment, AppliedVR noted in 2024 that 70 percent of patients with high-impact chronic pain experienced a reduction in pain severity following treatment, emphasizing the concrete benefits these technologies provide.

Market Challenge

A major obstacle hindering the virtual reality in therapy market is the substantial expense involved in implementing specialized hardware and creating clinically validated software. Immersive therapeutic applications demand sophisticated head-mounted

displays and robust computing capabilities to guarantee both effectiveness and patient safety, necessitating considerable initial capital outlays. For numerous independent clinics and smaller healthcare entities, these upfront costs are often prohibitive, effectively blocking access to these innovative tools. This financial burden is exacerbated by the ongoing resources needed to support and upgrade complex digital infrastructures, resulting in a landscape where primarily large, well-resourced institutions can feasibly adopt such technologies.

Consequently, these economic constraints directly limit the scalability of VR therapies throughout the wider healthcare ecosystem. This reluctance to invest is reflected in industry surveys regarding adoption hurdles. According to data from the XR Association in 2024, 30 percent of healthcare professionals cited specific concerns regarding the costs associated with deploying extended reality programs. When combined with ambiguous reimbursement policies, this financial anxiety retards the pace of market penetration and restricts patient access to immersive treatments, ultimately impeding the overall growth of the sector.

Market Trends

The market is diversifying through an expansion into pediatric and adolescent therapy sectors, with developers designing age-specific interventions for conditions such as amblyopia. This progression caters to the distinct developmental requirements of younger patients, extending the industry's reach beyond its traditional emphasis on adult rehabilitation. By leveraging immersive and interactive visual environments, these therapies enhance adherence in demographic groups that are often challenging to treat via standard methods. As reported by BioSpace in April 2025, Luminopia achieved FDA clearance to extend its virtual reality therapy to children between the ages of 8 and 12, a significant milestone that offers a new treatment avenue for roughly 400,000 young patients in the U.S. with amblyopia, highlighting the industry's dedication to broadening its clinical application.

Simultaneously, the shift toward home-based and remote care paradigms is transforming service delivery by facilitating continuous therapy outside of clinical environments. This evolution enables providers to track patient progress in real-time using cloud-enabled headsets, thereby enhancing the scalability of immersive treatments. As hardware becomes increasingly user-centric, the ability to administer therapeutic programs directly in patients' homes alleviates logistical pressures on medical facilities. According to XR Today in February 2025, XRHealth announced that its platform is now employed by over 2,000 clinicians to assist more than 50,000

patients, a statistic resulting from its strategic emphasis on a home-based immersive healthcare ecosystem. This rising utilization underscores the practicality of remote VR therapy as a recognized standard of care.

Key Market Players

- Siemens AG

- Virtalis Holding Limited

- Vuzix Corporation

- Elevate Healthcare, Inc.

- Qualcomm Incorporated

- Virtual Realities, LLC

- Brainlab AG

- Surgical Science Sweden AB

Report Scope

In this report, the Global Virtual Reality in Therapy Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Virtual Reality in Therapy Market, By Technology

- Full Immersive VR

- Semi-Immersive VR

- Non- Immersive VR

- Virtual Reality in Therapy Market, By Device

- Head Mount

%li%%li%Gesture Control

%li%%li%Projectors

%li%Virtual Reality in Therapy Market, By Application

%li%%li%Phobia Treatment

%li%%li%Robotic Surgery

%li%%li%Visualization

%li%%li%Rehabilitation

%li%%li%Treatment of Post-Traumatic Stress Disorder

%li%%li%Treatment of Autism

%li%%li%Surgery Simulation

%li%Virtual Reality in Therapy Market, By Region

%li%%li%North America

%li%%li%%li%United States

%li%%li%%li%Canada

%li%%li%%li%Mexico

%li%%li%Europe

%li%%li%%li%France

%li%%li%%li%United Kingdom

%li%%li%%li%Italy

%li%%li%%li%Germany

%li%%li%%li%Spain

%li%%li%Asia Pacific

%li%%li%%li%China

%li%%li%%li%India

%li%%li%%li%Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Virtual Reality in Therapy Market.

Available Customizations:

Global Virtual Reality in Therapy Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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