

Augmented Reality in Healthcare Market Size, Trends, Analysis, and Outlook By Technology (Head Mounted Devices, Handheld Devices), By Product (AR Displays, AR Sensors, AR Input Devices, AR Semiconductor Components, Others), By End-User (Hospitals, Clinics, Research Laboratories, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/A41017BD2732EN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: A41017BD2732EN

Abstracts

The global Augmented Reality in Healthcare market size is poised to register 28.5% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Augmented Reality in Healthcare market across By Technology (Head Mounted Devices, Handheld Devices), By Product (AR Displays, AR Sensors, AR Input Devices, AR Semiconductor Components, Others), By End-User (Hospitals, Clinics, Research Laboratories, Others)

With the increasing demand for innovative medical technologies and enhanced visualization tools that improve clinical decision-making and patient outcomes, there is a rising interest in augmented reality (AR) applications and wearable devices that provide immersive and interactive experiences for healthcare providers and patients. Market growth is driven by factors such as expanding adoption of digital health solutions and telemedicine platforms, the growing emphasis on patient engagement and education, and technological advancements in AR hardware and software. Additionally, the expanding applications of augmented reality in medical training, surgical planning, and procedural guidance, as well as the integration of AR into electronic health records and medical imaging systems, contribute to market expansion. Further, the development of AR-enabled medical devices for remote consultations and virtual patient care, the integration of artificial intelligence and machine learning for real-time data analysis and

diagnostic support, and the emphasis on user experience and regulatory compliance are expected to further propel market growth in the coming years.

Augmented Reality in Healthcare Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Augmented Reality in Healthcare market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Augmented Reality in Healthcare survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Augmented Reality in Healthcare industry.

Key market trends defining the global Augmented Reality in Healthcare demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Augmented Reality in Healthcare Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Augmented Reality in Healthcare industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Augmented Reality in Healthcare companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Augmented Reality in Healthcare industry

Leading Augmented Reality in Healthcare companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments

and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Augmented Reality in Healthcare companies.

Augmented Reality in Healthcare Market Study- Strategic Analysis Review

The Augmented Reality in Healthcare market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Augmented Reality in Healthcare Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Augmented Reality in Healthcare industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

Augmented Reality in Healthcare Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

North America Augmented Reality in Healthcare Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Augmented Reality in Healthcare market segments. Similarly, Strong market demand is encouraging Canadian Augmented Reality in Healthcare companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Augmented Reality in Healthcare market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Augmented Reality in Healthcare Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Augmented Reality in Healthcare industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Augmented Reality in Healthcare market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Augmented Reality in Healthcare Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Augmented Reality in Healthcare in Asia Pacific. In particular, China, India, and South East Asian Augmented Reality in Healthcare markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies

to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Augmented Reality in Healthcare Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Augmented Reality in Healthcare Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Augmented Reality in Healthcare market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Augmented Reality in Healthcare.

Augmented Reality in Healthcare Market Company Profiles

The global Augmented Reality in Healthcare market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AccuVein Inc, Augmedix Inc, Augmented Pixels Inc, CAE Inc, EchoPixel Inc, Intuitive Surgical Inc, Koninklijke Philips N.V., Microsoft Corp, Orca Health Inc, Siemens Healthineers AG, Surgical Theater LLC, Vuzix Corp.

Recent Augmented Reality in Healthcare Market Developments

The global Augmented Reality in Healthcare market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Augmented Reality in Healthcare Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Technology

Head Mounted Devices

Handheld Devices

By Product

AR Displays

AR Sensors

AR Input Devices

AR Semiconductor Components

Others

By End-User

Hospitals

Clinics

Research Laboratories

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AccuVein Inc

Augmedix Inc

Augmented Pixels Inc

CAE Inc

EchoPixel Inc

Intuitive Surgical Inc

Koninklijke Philips N.V.

Microsoft Corp

Orca Health Inc

Siemens Healthineers AG

Surgical Theater LLC

Vuzix Corp

Formats Available: Excel, PDF, and PPT

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Handheld Devices

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AR Displays

AR Sensors

AR Input Devices

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Others

By End-User

Hospitals

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 - Microsoft Corp
 - Orca Health Inc
 - Siemens Healthineers AG
 - Surgical Theater LLC

Vuzix Corp.

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