India Augmented Reality in Healthcare Market By Technology (Head Mounted Devices, Handheld Devices), By Product (AR Displays, AR Sensors, AR Input Devices, AR Semiconductor Components, Others), By End User (Hospitals and Clinics, Research Laboratories, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-02-28 | 85 pages | TechSci Research

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Report description:

India Augmented Reality in Healthcare Market was valued at USD 27.30 Million in 2024 and is expected to reach USD 119.90 Million by 2030 with a CAGR of 27.93% during the forecast period. The augmented reality (AR) in healthcare market in India is experiencing rapid growth, driven by the increasing adoption of digital health solutions and advancements in medical technology. AR is transforming the way healthcare professionals perform surgeries, conduct medical training, and engage with patients, particularly with the rising adoption of head-mounted devices (HMDs) for precise visualization and immersive learning experiences. South India dominates the market, benefiting from strong healthcare infrastructure, thriving tech ecosystems in Bengaluru and Hyderabad, and high medical tourism footfall. Government initiatives, such as the Ayushman Bharat Digital Mission, and the expanding use of telemedicine in rural areas further bolster market expansion.
However, the high cost of AR devices and limited awareness among smaller healthcare providers pose significant challenges. The lack of technical expertise in operating advanced AR solutions hinders seamless integration in some regions. Despite these challenges, the market is set to grow, propelled by collaborations between the healthcare and IT sectors, increased focus on minimally invasive surgeries, and rising investments in healthcare innovation.
Key Market Drivers
Expansion of Medical Tourism
The expansion of medical tourism is playing a pivotal role in driving the adoption of AR technologies in India's healthcare market. With India emerging as a global hub for affordable yet high-quality medical services, international patients are increasingly

seeking treatments for complex surgeries, specialty procedures, and rehabilitation. Hospitals and healthcare providers are leveraging AR to enhance precision during surgeries, improve patient outcomes, and offer a superior level of care that matches global standards. AR-powered tools are particularly beneficial for pre-surgical planning, real-time visualization during procedures, and post-surgical rehabilitation, all of which appeal to international patients looking for advanced healthcare solutions.

Supporting this growth is the significant rise in medical tourism numbers. According to data released, the number of medical tourists visiting India is projected to be around 7.3 million in calendar year (CY) 2024, up from 6.1 million estimated in CY 2023. To meet this increasing demand, the Government of India has stepped up with infrastructure support, announcing loans of $14.8 billion to boost healthcare facilities and providing working capital and personal loans to companies operating in the tourism sector to recover from the pandemic's impact.

Leading hospital chains such as Apollo Hospitals, Max Hospitals, Asian Hospitals, Shalby Hospitals, Fortis Hospitals, and Manipal Group are investing heavily in building state-of-the-art healthcare facilities, particularly in tier-II and tier-III cities. Specialty procedures such as dental implants and cosmetic surgeries, which were previously deferred due to time and accessibility constraints, are now becoming more commonplace in these regions. By integrating AR into their operations, these hospitals not only improve treatment accuracy and efficiency but also enhance the overall patient experience, solidifying India's position as a preferred destination for medical tourism.

Key Market Challenges

High Cost of Implementation

The high cost of implementing AR technologies in healthcare is one of the most significant barriers to the widespread adoption of these solutions in India. The initial investment required for AR devices, such as head-mounted displays and handheld systems, is considerable, making it challenging for many healthcare providers, especially smaller clinics and hospitals in tier-II and tier-III cities, to afford. In addition to the hardware, AR-based healthcare solutions often require sophisticated software, cloud storage systems, and seamless integration with existing medical devices and workflows, further escalating the costs.

Moreover, the cost challenge extends beyond purchasing the technology. Implementing AR in healthcare involves considerable expenditure on training medical professionals to effectively use these advanced systems. Surgeons, technicians, and support staff need specialized training to operate AR tools such as surgical navigation systems, which adds to the financial burden. Hospitals also need to allocate resources for ongoing maintenance, software updates, and technical support to ensure uninterrupted performance, which may strain their budgets over time.

Private hospitals and healthcare institutions in metropolitan areas are better positioned to absorb these costs due to higher revenues and access to capital. However, public hospitals and smaller private clinics, which often operate on tighter budgets, struggle to justify the financial outlay. As a result, the adoption of AR technologies remains limited to high-end hospitals catering to affluent patients, creating a disparity in the availability of advanced healthcare solutions.

Key Market Trends

Innovations by Startups and Key Market Players

The Indian augmented reality (AR) healthcare market is witnessing a wave of innovations driven by startups and key market players, emerging as a transformative trend in the industry. With the increasing demand for advanced healthcare solutions, both established companies and agile startups are leveraging AR to develop cutting-edge applications that enhance diagnosis, treatment, and patient engagement. These innovations are reshaping the healthcare landscape, providing more precise, immersive, and efficient solutions for medical professionals and patients alike.

Startups in India, such as Plenoptika, Augmedix, and Imaginate, are actively introducing AR-based tools to improve medical training and surgical planning. For instance, startups are developing platforms that enable surgeons to use AR headsets for real-time visualizations during complex procedures, enhancing accuracy and reducing the risk of errors. Similarly, AR-based training simulators are being created to provide medical students and professionals with a hands-on experience of surgical techniques, without the need for physical cadavers or live patients. These innovations not only improve skill development but also make medical education more accessible and affordable.

Key market players, including Siemens Healthineers, GE Healthcare, and Philips Healthcare, are focusing on integrating AR technologies into their existing medical equipment. These companies are investing heavily in R&D to create AR-powered imaging systems, allowing radiologists to visualize 3D anatomical structures in real-time. AR is being integrated into patient monitoring

systems, enabling healthcare providers to overlay critical data onto AR displays during surgeries or emergency care.

Key Market Players

-Siemens Healthcare Private Limited
-Koninklijke Philips N.V.
-E Healthcare Technologies, Inc.
-Intuitive Surgical India Private Limited
-Immertive Pvt. Ltd.

Report Scope

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

-India Augmented Reality in Healthcare Market, By Technology:
o Head Mounted Devices
o Handheld Devices
-India Augmented Reality in Healthcare Market, By Product:
o AR Displays
o AR Sensors
o AR Input Devices
o AR Semiconductor Components
o Others
-India Augmented Reality in Healthcare Market, By End User:
o Hospitals and Clinics
o Research Laboratories
o Others
-India Augmented Reality in Healthcare Market, By Region:
o East India
o West India
o North India
o South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Augmented Reality in Healthcare Market.

Available Customizations:

India Augmented Reality in Healthcare 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).

Table of Contents:

India Augmented Reality in Healthcare Market By Technology (Head Mounted Devices, Handheld Devices), By Product (AR Displays, AR Sensors, AR Input Devices, AR Semiconductor Components, Others), By End User (Hospitals and Clinics, Research Laboratories, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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