Mixed-Reality Radiation Planning Market to Reach $6.48B by 2030 at 29.9% CAGR

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The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, February 2, 2026 /EINPresswire.com/ -- "The field of mixed-reality radiation planning is rapidly advancing, driven by technological innovations and growing clinical applications. As healthcare providers seek more precise and effective cancer treatment methods, this market is set to experience remarkable growth. Let's explore the current market size, the main factors fueling expansion, regional leadership, and the emerging trends shaping the future of this specialized healthcare technology sector.

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>
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Mixed-Reality Radiation Planning Market Size and Growth Outlook

The mixed-reality radiation planning market has seen rapid growth recently and is projected to continue this trajectory. From $1.75 billion in 2025, the market is expected to reach $2.28 billion in 2026, growing at a strong compound annual growth rate (CAGR) of 30.2%. This expansion is largely due to the increasing use of advanced imaging technologies, the integration of augmented reality (AR) and virtual reality (VR) into clinical workflows, a heightened focus on accurate radiation planning, the expanded use of 3D anatomical visualization, and the rising demand for personalized treatment strategies.

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Looking forward, the market's growth is forecasted to accelerate even further, reaching $6.48 billion by 2030 with an anticipated CAGR of 29.9%. This promising forecast is supported by growing investments in mixed-reality healthcare solutions, wider adoption of immersive planning tools, a greater need for high-precision radiation therapy, ongoing advancements in

real-time visualization technologies, and the increasing incorporation of artificial intelligence (AI) into mixed-reality systems. Key trends expected to drive this growth include innovations in mixed-reality platforms, immersive treatment planning technologies, real-time imaging integration, VR/AR-based medical applications, and motion-adaptive visualization systems.

Understanding the Mixed-Reality Radiation Planning Market Segment
The mixed-reality radiation planning market focuses on healthcare technologies that utilize augmented, virtual, and mixed-reality tools to aid clinicians during radiation treatment planning. These technologies provide 3D holographic imaging, real-time simulations, and immersive collaborative environments that enhance the visualization of tumors, surrounding anatomy, and radiation dose distributions. This integration improves the accuracy and efficiency of clinical workflows, supports better clinician training, and ultimately contributes to more precise radiation oncology treatments.

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Primary Factors Propelling Growth in the Mixed-Reality Radiation Planning Market
One of the most significant drivers behind the expansion of the mixed-reality radiation planning market is the rising prevalence of cancer worldwide. Cancer involves the uncontrolled proliferation and spread of abnormal cells that can harm tissues and organs if not properly treated. Lifestyle factors such as poor nutrition, smoking, alcohol consumption, and environmental pollutants have contributed to an increase in cancer cases, intensifying the need for advanced treatment solutions.

Mixed-reality radiation planning offers a powerful tool in cancer management by delivering interactive, three-dimensional views of patient anatomy and tumor locations. This technology allows for highly precise treatment plans, which help reduce radiation exposure to healthy tissue and improve overall therapy effectiveness. For example, in October 2025, NHS Digital reported 354,820 new cancer cases in England in 2023, averaging 972 diagnoses daily and showing an increase of 8,605 cases over the previous year. Prostate cancer remained the most common, with 58,137 new cases—a 6% rise compared to 2022. Such increasing incidence underlines the growing demand for mixed-reality radiation planning solutions.

Regions Leading the Mixed-Reality Radiation Planning Market
In 2025, North America held the dominant position as the largest market for mixed-reality radiation planning. However, the Asia-Pacific region is expected to experience the fastest growth throughout the forecast period. The market analysis extends across various regions, including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive view of the global landscape.

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