

# Global Deaf/Hearing Aid Market (2017-2021 Edition)

July 2017



# Global Deaf/Hearing Aid Market

## **Scope of the Report**

The report entitled “Global Deaf/Hearing Aid Market (2017-2021 Edition)” provides a detailed analysis of the global hearing aid device market with analysis of market size and growth. The analysis includes the market in terms of volume and market share by segments.

The report provides brief country analysis of the US, France and Germany. The analysis include market size in terms of value, volume and by distribution channel. Europe is expected to account for the largest share in the market during the forecasted period. Asia Pacific is set to be the emerging region for the hearing aid devices in the coming five years.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the global hearing aid device market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Sonova Holdings AG, William Demant Holding Group and GN ReSound are some of the prominent players of the market whose company profiling have been done in the report on the basis of attributes like business overview and financial overview.

## **Company Coverage**

Sonova Holdings AG

William Demant Holding Group

GN ReSound

# Global Deaf/Hearing Aid Market

## Executive Summary

Hearing aids are sound-amplifying devices that are specifically designed for people with hearing impairment. Most of the hearing aids are similar in configuration such as electronic components, including a microphone that picks up sound; amplifier circuitry that makes the sound louder; a miniature loudspeaker (receiver) that delivers the amplified sound into the ear canal; and batteries that power the electronic parts. However, these devices are classified on the basis of technology used to achieve amplification design and installed special features.

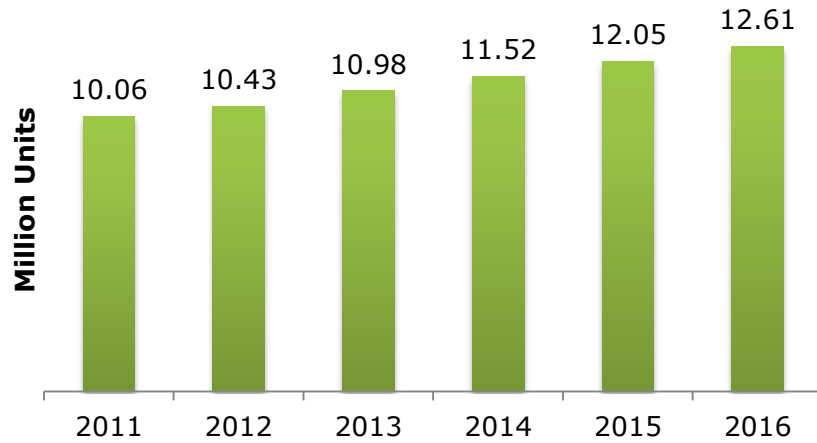
Hearing aids are mainly classified into Behind-the-Ear (BTE), In-the-Ear (ITE), In-the-Canal (ITC) Or Completely-in-the-Canal (CIC) and Implantable Hearing Aid. Implantable hearing aids are further classified into Cochlear Implants, Cochlear Implants and Bone-Anchored Hearing Implants.

The global hearing aid market has witnessed an upsurge during the period 2011 to 2016 and projections are made that the market is expected to grow at a rapid pace in the forecasted period i.e. 2017 to 2021. Major factors contributing in the growth of the market are growing prevalence of hearing loss patients, growing ageing population, latest technological advancements such as 3D printing, new product launches etc.

In the forecasted period, the market would be pushed by increasing noise pollution level, introduction of innovative hearing aid devices and internet connected hearing aids etc. Yet the market faces some challenges such as lack of awareness, high prices of devices, high degree of consolidation etc.

# Global Deaf/Hearing Aid Market

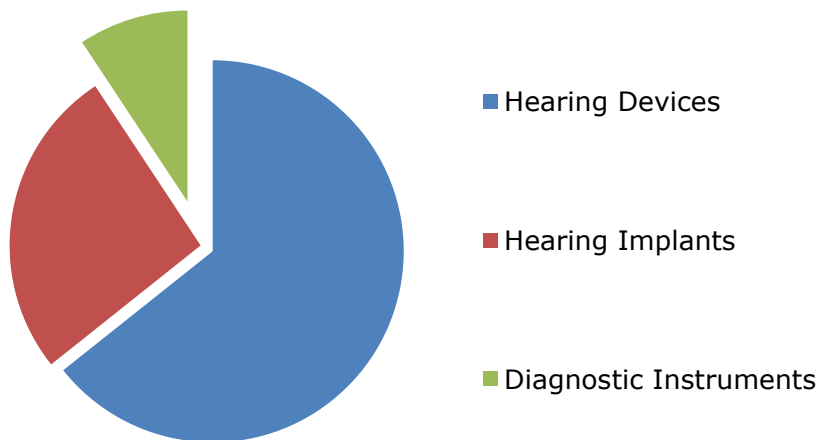
Global Hearing Aid Market by Volume;  
2011-2016 (Million Units)



The global hearing aid market in terms of volume reached to ..... million units in 2016 as compared to ..... million units in 2015, with YOY growth rate of .....%. Over the period spanning from 2011 to 2016, the market grew at a compound annual growth rate of .....%.

The market is growing on the back of growing prevalence of hearing loss patients, growing ageing population, .....etc.

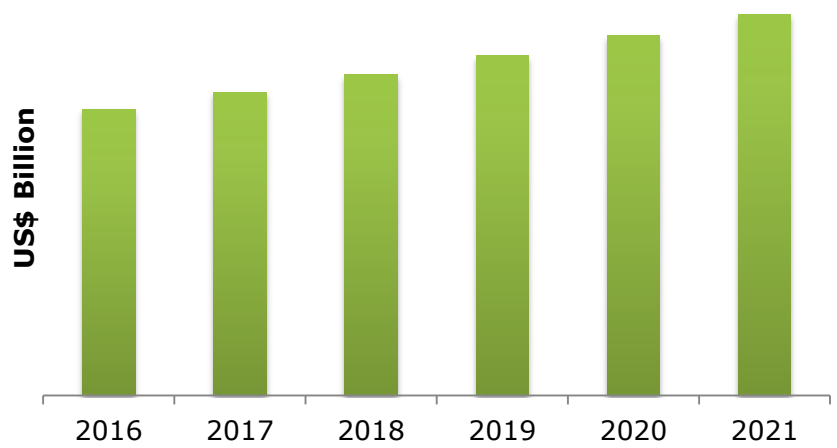
Global Hearing Aid Market Share by  
Segments; 2016



The global hearing aid market is broadly categorized into three segments namely hearing devices, hearing implants and diagnostic instruments. Hearing devices dominated the global hearing aid market with .....% share in the overall market in 2016 followed by hearing implants and diagnostic instruments with .....% and .....% share respectively.

# Global Deaf/Hearing Aid Market Regional Analysis

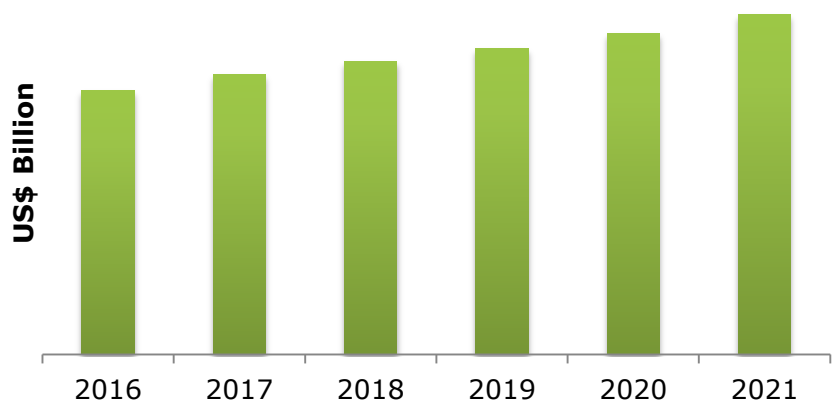
The US Hearing Aid Market by Value; 2016-2021E (US\$ Billion)



The US hearing aid market was valued at US\$.... billion in 2016 and is expected to reach US\$..... billion in 2017 with an annual growth rate of .....%.

The market is expected to reach US\$..... billion by the end of 2021 with a compound annual growth rate of .....% over the forecasted period i.e. 2017 to 2021.

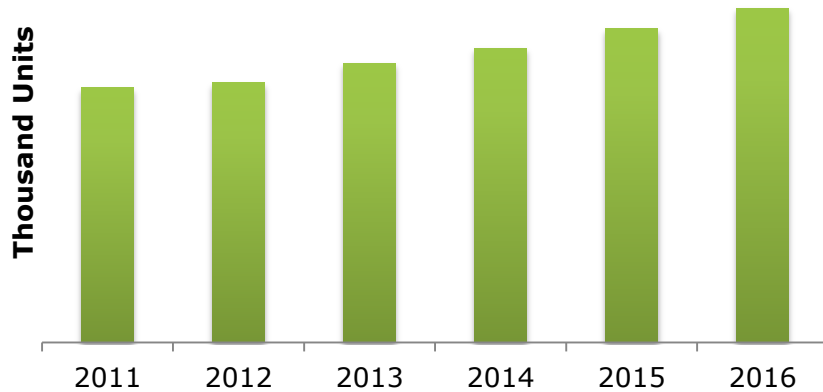
The US Traditional Hearing Aid Market by Value; 2016-2021E (US\$ Billion)



The US traditional hearing aid market is expected to reach US\$.... billion by the end of 2021 from US\$..... billion in 2017 with a compound annual growth rate of .....% over the same span of time. In the forecasted period, growth in the market would primarily be driven by rising online sales of hearing aid devices, increase in demand for invisible and .....etc.

# Global Deaf/Hearing Aid Market Regional Analysis

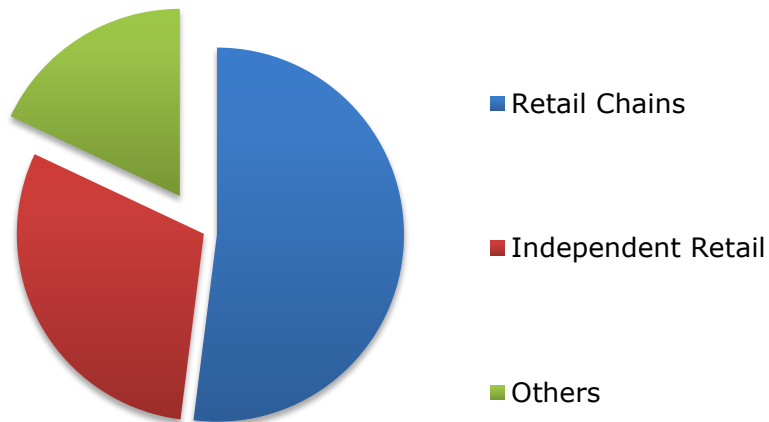
## France Hearing Aid Market by Volume; 2011-2016 (Thousand Units)



The France hearing aid market in terms of volume was ..... thousand units in the year 2016, increasing by .....% over its market size of ..... thousand units in the previous year.

During the period 2011-16, France hearing aid market by volume grew at a CAGR of ....%.

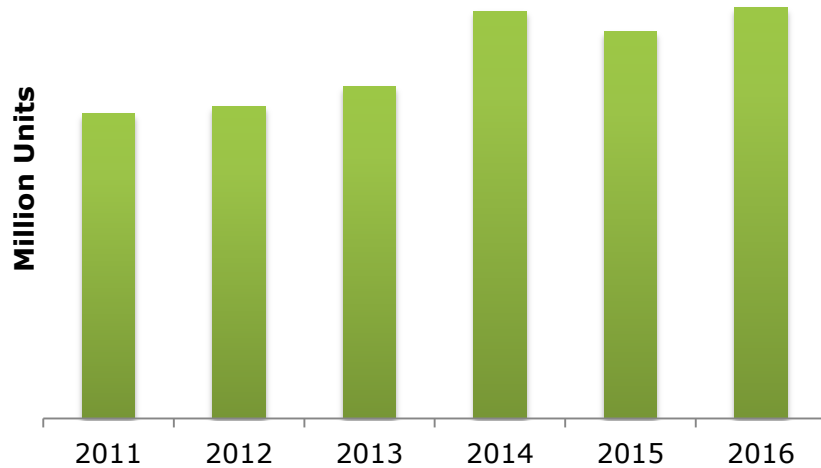
## France Hearing Aid Market by Distribution Channel; 2015



The The French hearing aid market is consolidated with only few retail chains such as Amplifon, Audika, Audition Counsell and Audition Santé with approximately ...% share of the market in terms of volume during the year 2015. Independent retail was the second major distribution channel adopted by majority of manufacturers and accounted for .....% share in total volume of the market.

# Global Deaf/Hearing Aid Market Regional Analysis

Germany Hearing Aid Market by Volume;  
2011-2016 (Million Units)



The In 2015, Germany hearing aid market in terms of volume was ..... million units which rose to .... million units in 2016 with YOY growth rate of .....%. Growth in the market was primarily due to increase in potential customers, aging population, ..... etc.

The market is expected to reach ..... million units by the end of 2021 from ..... million units in 2017 with a compound annual growth rate of .....% over the same span of time.