

# Global Deaf/Hearing Aid Market: Trends and Opportunities (2016-2020)



# View Report Details

## **Scope of the Report**

The report titled “Global Hearing Aid Market: Size, trends and Forecasts (2016-2020)”, provides an in-depth analysis of the global hearing aid market by volume, by segments, by competitors, by region, etc. The report also provides an insight of the hearing impairment treatment market. Growth of the overall hearing aid market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The report also includes detailed analysis of leading players in the industry including Sonova Holdings AG, William Demant Holding Group, GN ReSound on the basis of attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

## **Geographical Coverage**

- ⊕ France
- ⊕ Germany
- ⊕ The UK
- ⊕ The US

## **Company Coverage**

- ⊕ Sonova Holdings AG
- ⊕ William Demant Holding Group
- ⊕ GN ReSound

### **Executive Summary**

Hearing aids are sound-amplifying devices designed to aid people with hearing impairment. Several types of hearing aid are available in the market with wide range of features in order to address individual needs of consumer. These vary on the basis of size, placement (on or inside the ear), and the degree of sound amplification required. Commonly available hearing aid can be broadly divided into four categories - Behind-the-ear (BTE) aids, In-the-Canal (ITC) or Completely in-the-canal (CIC) aids, In-the-Ear (ITE) aids and Implantable Hearing Aids. Hearing implants are further segmented into three categories - Cochlear, Middle-ear, and Bone-anchored hearing implants. The report provides detailed analysis of treatment types with focus on working mechanism. Furthermore, value chain analysis of hearing device, diagnostic instruments and hearing implants value chain is also covered in the report.

Growth of global foodservice market is driven by rise in disposable income, growing demand of outside food in emerging markets and changing demographics and identities at home which further boosts demand for foodservice. However, factors such as political and economic instability in nations, lack of qualified workforce in the industry and rising cost of

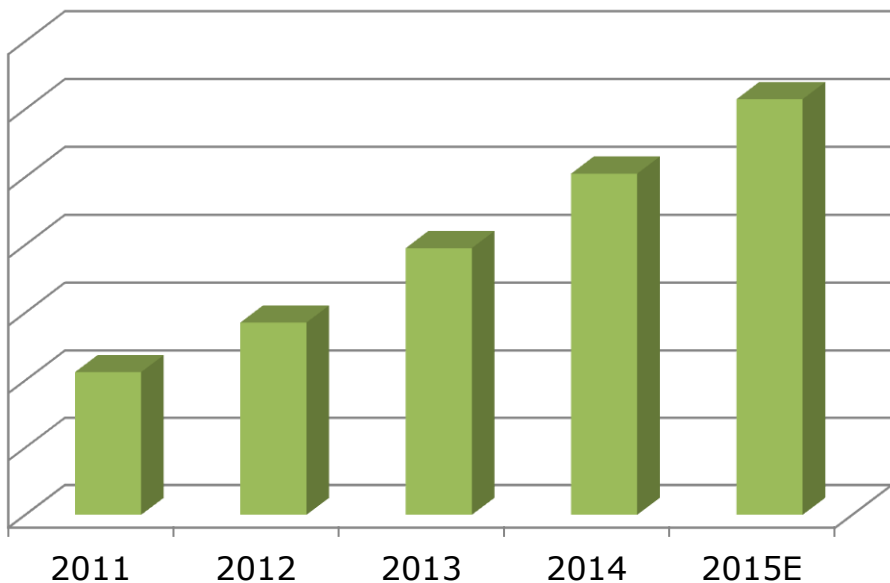
food are posing challenge to growth of the industry. Key trends prevailing in the industry includes rise in mergers and acquisitions in the industry globally and growing adoption of technology for day to day functioning.

Region-wise, the global hearing aid market is divided into North America, South America, Asia Pacific, Europe and Africa. Presently, Europe is the world's largest hearing aid market, driven by ageing population. Major hearing aid markets in the Europe include France, Germany and the UK. North America follows at second position. Asia Pacific, being the third largest hearing aid market.

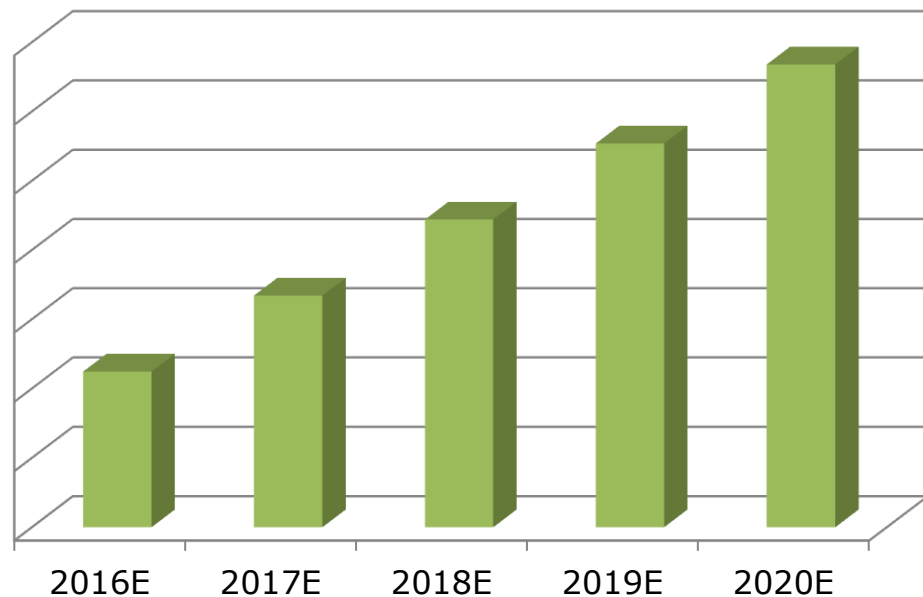
# Global Hearing Aid Market: Overview

Hearing aids are sound-amplifying devices designed to aid people with hearing impairment. Several types of hearing aid are available in the market with wide range of features in order to address individual needs of consumer.

Global Hearing Aid Market Size by Volume, 2011-15E (Million Units)



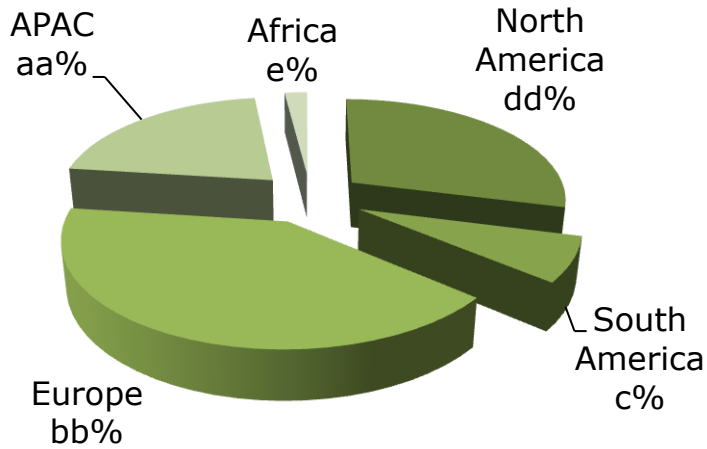
Global Hearing Aid Market Size by Volume Forecasted, 2016E-20E (Million Units)



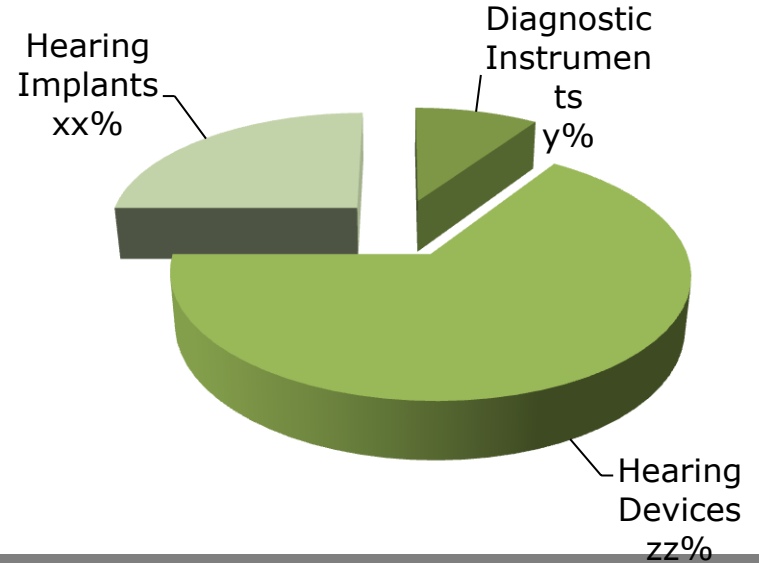
- Market size of global hearing aid market by volume is expected to reach to ..... million units in the year 2020, from ..... million units in 2015 by growing at a CAGR of.....%.
- Growth in the market is due to .....

# Global Hearing Aid Market Share

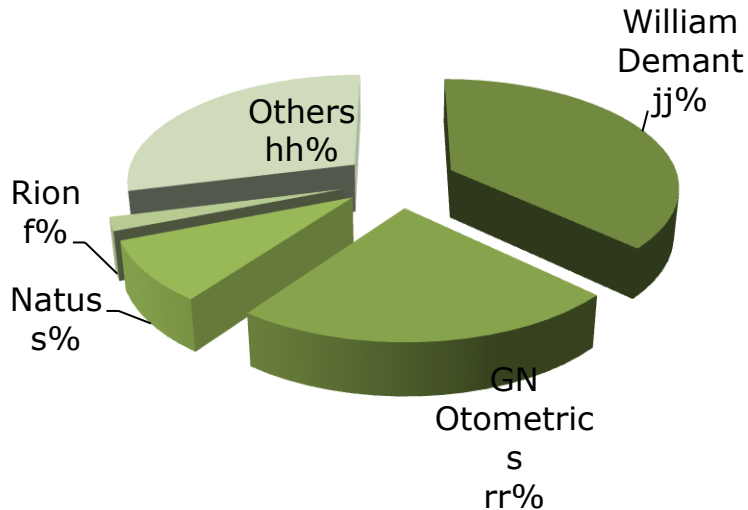
Global Hearing Aid Market Share by Region, 2015



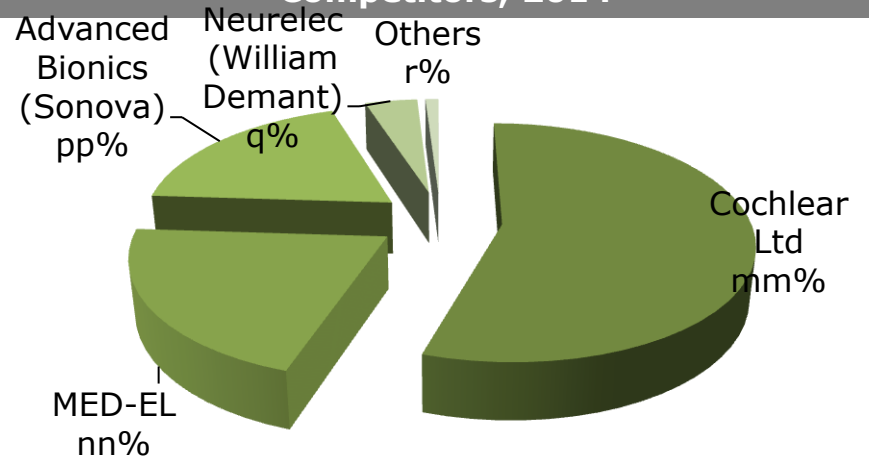
Global Hearing Aid Market Share by Segments, 2015



Global Hearing Diagnostic Market Share by Competitors, 2014



Global Cochlear Implant Market Share by Competitors, 2014



# Global Hearing Aid Market Trends

## Shorter Product Cycle

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- .....
- .....
- .....
- .....
- .....

## Consolidation in Hearing Aid Industry

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- .....

## Lithium-ion Rechargeable Battery Hearing Aids

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## Launch of first 'Internet of Things' Hearing Aid

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