

Dental Implant Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Hearing Aids Market in India 2014 states that the demand for hearing aids is increasing in the country due to a number of reasons, with the changing demographic pattern of the country being the leading factor. With the population of elderly growing in India, loss of hearing is plaguing a vast number of Indians and has resulted in an increasing use of hearing aids. Moreover, changes in the perception of patients and growing awareness regarding hearing aids are further helping in the growth of the industry. The social stigma attached to wearing hearing aids, which was present till even a few years back, has reduced drastically. This has provided a further boost to the industry. Most companies operating in the market sell both analog and digital models, although the number of analog models on offer is considerably less compared to the digital models on offer. This is due to the rapid shift of preference from analog to digital models, both for new consumers as well as existing consumers.

Currently, the market is dominated by foreign players who manufacture their products in their overseas facilities and market it in India through their local subsidiaries. However, there are a few domestic players who mostly try to compete with the foreign companies by providing no-frills products at a lower price than those of foreign products. Growing market penetration, especially in smaller cities and towns, is helping the market to grow. Overall, the market is exhibiting steady growth and promises ample opportunities to all the players operating in the market.

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