

# Hearing Aids Market - Global Outlook and Forecast 2021-2026

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Hearing Aids Market Report

The hearing aids market by revenue is expected to grow at a CAGR of over 4% during the period 2021–2026.

The global hearing aids market is currently observing high innovations in hearing technology. Increased digitalization of devices and improvements and enhancements in device designs to deliver high-quality sound outcomes to patient groups are increasing the penetration of hearing devices. The design is becoming highly innovative and is influencing the existing treatment modalities of audio disorders. The introduction of wireless technology such as Bluetooth, electromagnetic compatibility (telecoil), and frequency modulation (FM) compatibility benefits hearing aid users with better sound quality, improved localization, convenience, and vastly increased connectivity. Sophisticated wireless devices enable users to connect with personal electronic devices and stream signals directly to hearing aids. In addition, smart hearing aids can pair up with other digital devices in many ways such as smartphones, tablets, or any other smart electronic device. Therefore, with the rising hearing loss patient population and the growing focus on improving sound efficiency and comfortability, the demand for innovative and breakthrough products such as wireless/smart devices are increasing among various patient groups.

The following factors are likely to contribute to the growth of the hearing aids market during the forecast period:

Strategic Mergers & Acquisitions

Growing Demand for Wireless & Smart Hearing Aids

Increasing Focus on Hearing Aids Retail Business

Increasing Availability of Advanced Hearing Aids

The study considers the present scenario of the hearing aids market and its market dynamics for the period 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

#### Global Hearing Aids Market Segmentation

The global hearing aids market research report includes a detailed segmentation by product, hearing loss, technology, patient group, technology, distribution, geography. The prevalence of hearing loss across the globe is a major factor contributing to the growth of behind the ear (BTE) segment. These devices offer durability and can easily fit with thin tubing, leaving the ear canal open to natural sounds. Therefore, these models offer a wide range of safety, efficacy, and flexibility to users with mild, moderate, and major hearing loss, which is increasing adoption.

The growth in the sensorineural hearing loss patient population and the availability of a wide range of advanced BTE and ITE hearing aids are increasing the prevalence of hearing aids across the globe. With the growth in the aging population, which is at a high risk of developing sensorineural hearing loss, the segment is expected to grow steadily during the forecast period.

Digital hearing devices hold sway in the global hearing aids market. These devices constitute over 90% of the market share and are expected to dominate during the forecast period. Owing to the increasing demand for invisible, advanced features, and aesthetically appealing devices as well as the rising need for the advanced and enhanced listening experience, major market players are focusing on introducing technologically advanced digital hearing aids. The development and commercialization of new technologically advanced devices with Bluetooth, wireless connectivity, iOS & Android compatibility, artificial intelligence (AI), and remote-controlled functions are increasing the demand for digital hearing devices. Increased diagnosis rates and the

awareness of the availability of new treatment options for hearing loss are further fueling the market growth during the forecast period.

Around 15% of the adult population across the world has a degree of hearing loss, with 25% aging 65 years and above. The incidence of hearing loss increases significantly with the growing age, and the adult population is highly susceptible to ailments. Hearing loss in older adults is fast becoming a major public health challenge worldwide. The growing burden of the elderly hearing-impaired population has led to the growing usage of hearing aids in this patient group, thereby contributing to the growth of the market during the forecast period.

The increasing demand for technologically advanced hearing aids is encouraging large retailers to procure innovative products from manufacturers. This is directly contributing to the growth of retailers in recent years. Conventional retail chains, specialty stores, multi-line retailers, and direct online sales channels are covered under retailers. Online retail is becoming another popular medium for buying hearing aids. Conventional independent practices include autonomous audiology clinics, ENT clinics, and large and medium private hospitals that sell hearing aids to patients with a minimal profit margin. These facilities procure these devices either directly from manufacturers or reputed suppliers at discounted rates based on long-term relationships and financial tie-ins. However, in recent years, independent audiology centers face challenges in terms of price negotiations to offer hearing aids at a discounted rate to the large patient population. The increase in the target population with hearing loss and associated risk factors requiring timely diagnosis is encouraging physicians in several independent healthcare settings to sell hearing aids, thereby accelerating the growth of the independent practices segment.

## **INSIGHTS BY GEOGRAPHY**

Hearing aids are the most widely used products in Europe due to their easier accessibility, reversibility, and lower-cost usage for hearing loss patients than corrective surgical treatments. The high disposable income is one of the major reasons for the high adoption of hearing aids among European households. With the rising prevalence of hearing loss in both the adult and elderly population, the adoption rate of these devices has also increased at a steady rate over the past years. In addition, the region offers established healthcare infrastructure, and people have access to advanced healthcare facilities for treating hearing loss. Further, the introduction of several government assistance programs for hearing aids is positively influencing the growth of the market.

## By Geography

### North America

US

Canada

### Europe

UK

Germany

France

Italy

Spain

### APAC

China

Japan

South Korea

Australia

India

### Latin America

Brazil

Mexico

Argentina

Colombia

Middle East & Africa

Saudi Arabia

South Africa

Turkey

UAE

## **INSIGHTS BY VENDORS**

Sonova, WS Audiology, Demant, GN Store Nord, and Starkey are the key players in the market. Advances in Technology, particularly for digital hearing aids, are leading to rapid change in the global hearing aids market. Market players compete in terms of product portfolio, innovations. Vendors, especially global players, are increasingly focusing on pursuing organic and inorganic growth strategies such as product innovations, M&A, and emerging companies to expand their presence, enhance product portfolio, and improve expertise in the market. Such initiatives will complement vendors' growth strategies, thereby gaining traction among end-users in the market.

### **Prominent Vendors**

Sonova

WS Audiology

Demant

GN Store Nord

Starkey

### **Other Prominent Vendors**

Arphi Electronics

Audina Hearing Instruments

Century Hearing Aids

Eartechnic

Eargo

ExSilent

Horentek

IN4 Technology

InnerScope Hearing Technologies

IntriCon

Loreca Hearing Aid

NewSound Hearing Aids

RION

SeboTek Hearing Systems

Zounds Hearing

## **KEY QUESTIONS ANSWERED**

1. What is the hearing aids market size and growth forecast?
2. Which segment is likely to contribute to the growth of the hearing aids market growth?
3. Which region is expected to hold the highest market share in the hearing aids market?
4. What are some of the growth opportunities for existing players in the market?
5. Who are the key players in the global hearing aids market?

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope Of The Study

#### 4.4 Market Segments

##### 4.4.1 Market Segmentation By Product

##### 4.4.2 Market Segmentation By Hearing Loss

##### 4.4.3 Market Segmentation By Technology

##### 4.4.4 Market Segmentation By Patient Group

##### 4.4.5 Market Segmentation By Distribution

##### 4.4.6 Market Segmentation By Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Hearing Aids: An Overview

##### 7.1.1 Background

##### 7.1.2 Risk Factors of Hearing Loss

##### 7.1.3 Types of Hearing Loss

##### 7.1.4 Available Treatment Options For Hearing Loss

##### 7.1.5 Hearing Aids For The Treatment of Hearing Loss

## **8 MARKET OPPORTUNITIES & TRENDS**

- 8.1 Strategic Mergers & Acquisitions
- 8.2 Growing Demand For Wireless & Smart Hearing Aids
- 8.3 Increasing Focus Of Market Players On Hearing Aids Retail Business
- 8.4 Emergence Of Ai For The Hearing Aids Design

## **9 MARKET GROWTH ENABLERS**

- 9.1 Rising Patient Pool With Hearing Loss
- 9.2 Increasing Availability Of Advanced Hearing Aids
- 9.3 New Product Approvals/Launches

## **10 MARKET RESTRAINTS**

- 10.1 Insufficient Reimbursement Coverage For Hearing Aids
- 10.2 High Cost Of Hearing Aids
- 10.3 Lack Of Infrastructure & Trained Professionals For Hearing Care

## **11 MARKET LANDSCAPE**

- 11.1 Market Overview
  - 11.1.1 COVID-19 Impact On Global Hearing Aids Market
- 11.2 Market Size & Forecast
- 11.3 Five Forces Analysis
  - 11.3.1 Threat of New Entrants
  - 11.3.2 Bargaining Power of Suppliers
  - 11.3.3 Bargaining Power of Buyers
  - 11.3.4 Threat of Substitutes
  - 11.3.5 Competitive Rivalry

## **12 PRODUCT**

- 12.1 Market Snapshot & Growth Engine
  - 12.1.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 BTE
  - 12.3.1 Market Overview



12.3.2 Market Size & Forecast

12.3.3 BTE: Geography Segmentation

## 12.4 RITE/RIC

12.4.1 Market Overview

12.4.2 Market Size & Forecast

12.4.3 RITE/RIC: Geography Segmentation

## 12.5 ITE

12.5.1 Market Overview

12.5.2 Market Size & Forecast

12.5.3 ITE: Geography Segmentation

## 12.6 ITC

12.6.1 Market Overview

12.6.2 Market Size & Forecast

12.6.3 ITC: Geography Segmentation

## 12.7 CIC

12.7.1 Market Overview

12.7.2 Market Size & Forecast

12.7.3 CIC: Geography Segmentation

## 12.8 IIC

12.8.1 Market Overview

12.8.2 Market Size & Forecast

12.8.3 IIC: Geography Segmentation

# 13 HEARING LOSS

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 Sensorineural Hearing Loss

13.3.1 Market Overview

13.3.2 Market Size & Forecast

13.4 Conductive Hearing Loss

13.4.1 Market Overview

13.4.2 Market Size & Forecast

13.5 Mixed Hearing Loss

13.5.1 Market Overview

13.5.2 Market Size & Forecast

# 14 TECHNOLOGY

#### 14.1 Market Snapshot & Growth Engine

#### 14.2 Market Overview

#### 14.3 Digital

##### 14.3.1 Market Overview

##### 14.3.2 Market Size & Forecast

#### 14.4 Analog

##### 14.4.1 Market Overview

##### 14.4.2 Market Size & Forecast

### **15 PATIENT GROUP**

#### 15.1 Market Snapshot & Growth Engine

#### 15.2 Market Overview

#### 15.3 Adult Patients

##### 15.3.1 Market Overview

##### 15.3.2 Market Size & Forecast

##### 15.3.3 Adults: Geography Segmentation

#### 15.4 Pediatric Patients

##### 15.4.1 Market Overview

##### 15.4.2 Market Size & Forecast

##### 15.4.3 Pediatric Patients: Geography Segmentation

### **16 DISTRIBUTION**

#### 16.1 Market Snapshot & Growth Engine

#### 16.2 Market Overview

#### 16.3 Retailers

##### 16.3.1 Market Overview

##### 16.3.2 Market Size & Forecast

##### 16.3.3 Retailers: Geography Segmentation

#### 16.4 Independent Practices

##### 16.4.1 Market Overview

##### 16.4.2 Market Size & Forecast

##### 16.4.3 Independent Practices: Geography Segmentation

#### 16.5 Buying Groups/Networks

##### 16.5.1 Market Overview

##### 16.5.2 Market Size & Forecast

##### 16.5.3 Buying Groups/Networks: Geography Segmentation

#### 16.6 Government Purchases/Public Organizations

16.6.1 Market Overview

16.6.2 Market Size & Forecast

16.6.3 Government Purchases/Public Organizations: Geography Segmentation

## **17 GEOGRAPHY**

17.1 Market Snapshot & Growth Engine

17.2 Geographic Overview

## **18 EUROPE**

18.1 Market Overview

18.2 Market Size & Forecast

18.3 Europe: Product Segmentation

18.3.1 Market Snapshot & Growth Engine

18.4 Europe: Distribution Segmentation

18.4.1 Market Snapshot & Growth Engine

18.5 Europe: Patient Group Segmentation

18.5.1 Market Snapshot & Growth Engine

18.6 Key Countries

18.6.1 UK: Market Size & Forecast

18.6.2 Germany: Market Size & Forecast

18.6.3 France: Market Size & Forecast

18.6.4 Italy: Market Size & Forecast

18.6.5 Spain: Market Size & Forecast

## **19 NORTH AMERICA**

19.1 Market Overview

19.2 Market Size & Forecast

19.3 North America: Product Segmentation

19.3.1 Market Snapshot & Growth Engine

19.4 North America: Distribution Segmentation

19.4.1 Market Snapshot & Growth Engine

19.5 North America: Patient Group Segmentation

19.5.1 Market Snapshot & Growth Engine

19.6 Key Countries

19.6.1 US: Market Size & Forecast

19.6.2 Canada: Market Size & Forecast

## **20 APAC**

- 20.1 Market Overview
- 20.2 Market Size & Forecast
- 20.4 APAC: Product Segmentation
  - 20.4.1 Market Snapshot & Growth Engine
- 20.5 APAC: Distribution Segmentation
  - 20.5.1 Market Snapshot & Growth Engine
- 20.6 APAC: Patient Group Segmentation
  - 20.6.1 Market Snapshot & Growth Engine
- 20.7 Key Countries
  - 20.7.1 Japan: Market Size & Forecast
  - 20.7.2 China: Market Size & Forecast
  - 20.7.3 Australia: Market Size & Forecast
  - 20.7.4 South Korea: Market Size & Forecast
  - 20.7.5 India: Market Size & Forecast

## **21 LATIN AMERICA**

- 21.1 Market Overview
- 21.2 Market Size & Forecast
- 21.3 Latin America: Product Segmentation
  - 21.3.1 Market Snapshot & Growth Engine
- 21.4 Latin America: Distribution Segmentation
  - 21.4.1 Market Snapshot & Growth Engine
- 21.5 Latin America: Patient Group Segmentation
  - 21.5.1 Market Snapshot & Growth Engine
- 21.6 Key Countries
  - 21.6.1 Brazil: Market Size & Forecast
  - 21.6.2 Mexico: Market Size & Forecast
  - 21.6.3 Argentina: Market Size & Forecast
  - 21.6.4 Colombia: Market Size & Forecast

## **22 MIDDLE EAST & AFRICA**

- 22.1 Market Overview
- 22.2 Market Size & Forecast
- 22.3 Middle East & Africa: Product Segmentation

- 22.3.1 Market Snapshot & Growth Engine
- 22.4 Middle East & Africa: Distribution Segmentation
  - 22.4.1 Market Snapshot & Growth Engine
- 22.5 Middle East & Africa: Patient Group Segmentation
  - 22.5.1 Market Snapshot & Growth Engine
- 22.6 Key Countries
  - 22.6.1 Saudi Arabia: Market Size & Forecast
  - 22.6.2 Turkey: Market Size & Forecast
  - 22.6.3 South Africa: Market Size & Forecast
  - 22.6.4 UAE: Market Size & Forecast

## **23 COMPETITIVE LANDSCAPE**

- 23.1 Competition Overview
- 23.2 Market Share Analysis
  - 23.2.1 Sonova
  - 23.2.2 WS Audiology
  - 23.2.3 Demant
  - 23.2.4 GN Store Nord
  - 23.2.5 Starkey

## **24 KEY COMPANY PROFILES**

- 24.1 Sonova
  - 24.1.1 Business Overview
  - 24.1.2 Product Offerings
  - 24.1.3 Key Strategies
  - 24.1.4 Key Strengths
  - 24.1.5 Key Opportunities
- 24.2 WS Audiology
  - 24.2.1 Business Overview
  - 24.2.2 Product Offerings
  - 24.2.3 Key Strategies
  - 24.2.4 Key Strengths
  - 24.2.5 Key Opportunities
- 24.3 Demant
  - 24.3.1 Business Overview
  - 24.3.2 Product Offerings
  - 24.3.3 Key Strategies

- 24.3.4 Key Strengths
- 24.3.5 Key Opportunities
- 24.4 GN Store Nord
  - 24.4.1 Business Overview
  - 24.4.2 Product Offerings
  - 24.4.3 Key Strategies
  - 24.4.4 Key Strengths
  - 24.4.5 Key Opportunities
- 24.5 Starkey
  - 24.5.1 Business Overview
  - 24.5.2 Product Offerings
  - 24.5.3 Key Strategies
  - 24.5.4 Key Strengths
  - 24.5.5 Key Opportunities

## **25 OTHER PROMINENT VENDORS**

- 25.1 Arphi Electronics
  - 25.1.1 Business Overview
  - 25.1.2 Product Offerings
- 25.2 Audina Hearing Instruments
  - 25.2.1 Business Overview
  - 25.2.2 Product Offerings
- 25.3 Century Hearing Aids
  - 25.3.1 Business Overview
  - 25.3.2 Product Offerings
- 25.4 Eartechnic
  - 25.4.1 Business Overview
  - 25.4.2 Product Offerings
- 25.5 Eargo
  - 25.5.1 Business Overview
  - 25.5.2 Product Offerings
- 25.6 ExSilent
  - 25.6.1 Business Overview
  - 25.6.2 Product Offerings
- 25.7 Horentek
  - 25.7.1 Business Overview
  - 25.7.2 Product Offerings
- 25.8 IN4 Technology

- 25.8.1 Business Overview
- 25.8.2 Product Offerings
- 25.9 InnerScope Hearing Technologies
  - 25.9.1 Business Overview
  - 25.9.2 Product Offerings
- 25.10 IntriCon
  - 25.10.1 Business Overview
  - 25.10.2 Product Offerings
- 25.11 Loreca Hearing Aid
  - 25.11.1 Business Overview
  - 25.11.2 Product Offerings
- 25.12 NewSound Hearing Aids
  - 25.12.1 Business Overview
  - 25.12.2 Product Offerings
- 25.13 RION
  - 25.13.1 Business Overview
  - 25.13.2 Product Offerings
- 25.14 SeboTek Hearing Systems
  - 25.14.1 Business Overview
  - 25.14.2 Product Offerings
- 25.15 Zounds Hearing
  - 25.15.1 Business Overview
  - 25.15.2 Product Offerings

## **26 REPORT SUMMARY**

- 26.1 Key Takeaways
- 26.2 Strategic Recommendations

## **27 QUANTITATIVE SUMMARY**

- 27.1 Product
  - 27.1.1 Europe: Product Segmentation
  - 27.1.2 North America: Product Segmentation
  - 27.1.3 APAC: Product Segmentation
  - 27.1.4 Latin America: Product Segmentation
  - 27.1.5 Middle East & Africa: Product Segmentation
- 27.2 Hearing Loss
- 27.3 Patient Group

- 27.3.1 Europe: Patient Group Segmentation
- 27.3.2 North America: Patient Group Segmentation
- 27.3.3 APAC: Patient Group Segmentation
- 27.3.4 Latin America: Patient Group Segmentation
- 27.3.5 Middle East & Africa: Patient Group Segmentation
- 27.4 Technology
- 27.5 Distribution
  - 27.5.1 Europe: Distribution Segmentation
  - 27.5.2 North America: Distribution Segmentation
  - 27.5.3 APAC: Distribution Segmentation
  - 27.5.4 Latin America: Distribution Segmentation
  - 27.5.5 Middle East & Africa: Distribution Segmentation
- 27.6 Geography
  - 27.6.1 BTE: Geography Segmentation
  - 27.6.2 RITE/RIC: Geography Segmentation
  - 27.6.3 ITE: Geography Segmentation
  - 27.6.4 ITC: Geography Segmentation
  - 27.6.5 CIC: Geography Segmentation
  - 27.6.6 IIC: Geography Segmentation
  - 27.6.7 Adult Patients: Geography Segmentation
  - 27.6.8 Pediatric Patients: Geography Segmentation
  - 27.6.9 Retailers: Geography Segmentation
  - 27.6.10 Independent Practices: Geography Segmentation
  - 27.6.11 Buying Groups/Networks: Geography Segmentation
  - 27.6.12 Government Purchases/Public Organizations: Geography Segmentation

## **28 APPENDIX**

### **28.1 Abbreviations**



## List Of Tables

### LIST OF TABLES

- Exhibit 1 Segmentation of Global Hearing Aids Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Proven Benefits of Hearing Aids
- Exhibit 4 Major Causes of Hearing Loss
- Exhibit 5 Symptoms of Hearing Loss
- Exhibit 6 Impact of Hearing Loss on People/Society
- Exhibit 7 Penetration of Hearing Aids
- Exhibit 8 Global Hearing Aids Market by Geography 2020 (%)
- Exhibit 9 Global Hearing Aids Market by Product 2020 (%)
- Exhibit 10 Impact of Strategic Mergers & Acquisitions
- Exhibit 11 Impact of Growing Demand for Wireless & Smart Hearing Aids
- Exhibit 12 Key Advantages of Wireless Hearing Aids
- Exhibit 13 Impact of Increasing Focus of Market Players on Hearing Aids Retail Business
- Exhibit 14 Impact of Emergence of AI for the Hearing Aids Design
- Exhibit 15 Impact of Rising Patient Pool with Hearing Loss
- Exhibit 16 Estimated Number of People with Disabling Hearing Loss 2015?2050 (million)
- Exhibit 17 Prevalence of Disabling Hearing Loss in Adults (65 years and above) 2018
- Exhibit 18 Prevalence of Disabling Hearing Loss in Children 2018
- Exhibit 19 Prevalence of Disabling Hearing Loss in Males 2018
- Exhibit 20 Prevalence of Disabling Hearing Loss in Females 2018
- Exhibit 21 Impact of Increasing Availability of Advanced Hearing Aids
- Exhibit 22 Key Digital Advancements in Hearing Aid Technology
- Exhibit 23 Impact of New Product Approvals/Launches
- Exhibit 24 Impact of Insufficient Reimbursement Coverage for Hearing Aids
- Exhibit 25 Approximate Share of Public and Private Reimbursement Coverage for Hearing Aids
- Exhibit 26 Impact of High Cost of Hearing Aids
- Exhibit 27 Price Evolution of Hearing Aids vs. Electronic Products
- Exhibit 28 Average Cost of Hearing Aids 1991?2018 (\$)
- Exhibit 29 Price Comparison of Highest & Lowest Priced Hearing Aids with Three Technology Levels of RIC Hearing Aids
- Exhibit 30 Impact of Lack of Infrastructure & Trained Professionals for Hearing Care
- Exhibit 31 Hearing Aids Usage in Developed vs. Low and Middle-income Countries

Exhibit 32 Estimated Number of ENT Specialists by WHO Region, per Million Population

Exhibit 33 Comparison of Number of Audiologists in Selected African Countries 2009 & 2015

Exhibit 34 Comparison of Number of ENT Surgeons in Selected African Countries 2009 & 2015

Exhibit 35 Comparison of Number of Speech Therapists in Selected African Countries 2009 & 2015

Exhibit 36 Global Hearing Aids Market 2020–2026 (\$ million)

Exhibit 37 Global Hearing Aids Market by Geography

Exhibit 38 Global Hearing Aids Market by Product

Exhibit 39 Global Hearing Aids Market by Hearing Loss

Exhibit 40 Global Hearing Aids Market by Technology

Exhibit 41 Global Hearing Aids Market by Patient Group

Exhibit 42 Global Hearing Aids Market by Distribution

Exhibit 43 Five Forces Analysis 2020

Exhibit 44 Incremental Growth by Product 2020 & 2026

Exhibit 45 Global Hearing Aids Market by Product

Exhibit 46 Global Hearing Aids Market by Product: Incremental Growth

Exhibit 47 Global Hearing Aids Market by Product: Absolute Growth

Exhibit 48 Global Hearing Aids Market by BTE Hearing Aids: Incremental & Absolute Growth

Exhibit 49 Global Hearing Aids Market by BTE Hearing Aids 2020–2026 (\$ million)

Exhibit 50 Incremental Growth by Geography 2020 & 2026

Exhibit 51 Global Hearing Aids Market by RITE/RIC Hearing Aids: Incremental & Absolute Growth

Exhibit 52 Key Advantages of RITE/RIC Hearing Aids

Exhibit 53 Global Hearing Aids Market by RITE/RIC Hearing Aids 2020–2026 (\$ million)

Exhibit 54 Incremental Growth by Geography 2020 & 2026

Exhibit 55 Global Hearing Aids Market by ITE Hearing Aids: Incremental & Absolute Growth

Exhibit 56 Key Advantages of ITE Hearing Aids

Exhibit 57 Global Hearing Aids Market by ITE Hearing Aids 2020–2026 (\$ million)

Exhibit 58 Incremental Growth by Geography 2020 & 2026

Exhibit 59 Global Hearing Aids Market by ITC Hearing Aids: Incremental & Absolute Growth

Exhibit 60 Key Benefits of ITC Hearing Aids

Exhibit 61 Global Hearing Aids Market by ITC Hearing Aids 2020–2026 (\$ million)

Exhibit 62 Incremental Growth by Geography 2020 & 2026

- Exhibit 63 Key Benefits of CIC Hearing Aids
- Exhibit 64 Global Hearing Aids Market by CIC Hearing Aids: Incremental & Absolute Growth
- Exhibit 65 Global Hearing Aids Market by CIC Hearing Aids 2020–2026 (\$ million)
- Exhibit 66 Incremental Growth by Geography 2020 & 2026
- Exhibit 67 Significant Benefits of IIC Hearing Aids
- Exhibit 68 Global Hearing Aids Market by IIC Hearing Aids: Incremental & Absolute Growth
- Exhibit 69 Global Hearing Aids Market by IIC Hearing Aids 2020–2026 (\$ million)
- Exhibit 70 Incremental Growth by Geography 2020 & 2026
- Exhibit 71 Incremental Growth by Hearing Loss 2020 & 2026
- Exhibit 72 Global Hearing Aids Market by Hearing Loss
- Exhibit 73 Global Hearing Aids Market by Hearing Loss: Incremental Growth
- Exhibit 74 Global Hearing Aids Market by Hearing Loss: Absolute Growth
- Exhibit 75 Global Hearing Aids Market by Sensorineural Hearing Loss: Incremental & Absolute Growth
- Exhibit 76 Global Hearing Aids Market by Sensorineural Hearing Loss 2020–2026 (\$ million)
- Exhibit 77 Global Hearing Aids Market by Conductive Hearing Loss: Incremental & Absolute Growth
- Exhibit 78 Global Hearing Aids Market by Conductive Hearing Loss 2020–2026 (\$ million)
- Exhibit 79 Global Hearing Aids Market by Mixed Hearing Loss: Incremental & Absolute Growth
- Exhibit 80 Global Hearing Aids Market by Mixed Hearing Loss 2020–2026 (\$ million)
- Exhibit 81 Incremental Growth by Technology 2020 & 2026
- Exhibit 82 Global Hearing Aids Market by Technology
- Exhibit 83 Global Hearing Aids Market by Technology: Incremental Growth
- Exhibit 84 Global Hearing Aids Market by Technology: Absolute Growth
- Exhibit 85 Global Digital Hearing Aids Market: Incremental & Absolute Growth
- Exhibit 86 Key Benefits of Digital Hearing Aids
- Exhibit 87 Global Digital Hearing Aids Market 2020–2026 (\$ million)
- Exhibit 88 Global Analog Hearing Aids Market: Incremental & Absolute Growth
- Exhibit 89 Some Key Advantages of Analog Hearing Aids
- Exhibit 90 Global Analog Hearing Aids Market 2020–2026 (\$ million)
- Exhibit 91 Incremental Growth by Patient Group 2020 & 2026
- Exhibit 92 Global Hearing Aids Market by Patient Group
- Exhibit 93 Global Hearing Aids Market by Patient Group: Incremental Growth
- Exhibit 94 Global Hearing Aids Market by Patient Group: Absolute Growth

- Exhibit 95 Prevalence of Disabling Hearing Loss in Adults in Different Regions 2018
- Exhibit 96 Percentage Share of Hearing Loss in Adults and Children by the WHO 2018 (%)
- Exhibit 97 Global Hearing Aids Market by Adult Patients: Incremental & Absolute Growth
- Exhibit 98 Prevalence of Hearing Loss in Men and Women 2018 (%)
- Exhibit 99 Global Hearing Aids Market by Adult Patients 2020–2026 (\$ million)
- Exhibit 100 Incremental Growth by Geography 2020 & 2026
- Exhibit 101 Prevalence of DHL in Children in Different Regions 2018
- Exhibit 102 Global Hearing Aids Market by Pediatric Patients: Incremental & Absolute Growth
- Exhibit 103 Global Hearing Aids Market by Pediatric Patients 2020–2026 (\$ million)
- Exhibit 104 Incremental Growth by Geography 2020 & 2026
- Exhibit 105 Incremental Growth by Distribution 2020 & 2026
- Exhibit 106 Global Hearing Aids Market by Distribution
- Exhibit 107 Global Hearing Aids Market by Distribution: Incremental Growth
- Exhibit 108 Global Hearing Aids Market by Distribution: Absolute Growth
- Exhibit 109 Global Hearing Aids Market by Retailers: Incremental & Absolute Growth
- Exhibit 110 Global Hearing Aids Market by Retailers 2020–2026 (\$ million)
- Exhibit 111 Incremental Growth by Geography 2020 & 2026
- Exhibit 112 Global Hearing Aids Market by Independent Practices: Incremental & Absolute Growth
- Exhibit 113 Global Hearing Aids Market by Independent Practices 2020–2026 (\$ million)
- Exhibit 114 Incremental Growth by Geography 2020 & 2026
- Exhibit 115 Global Hearing Aids Market by Buying Groups/Networks: Incremental & Absolute Growth
- Exhibit 116 Global Hearing Aids Market by Buying Groups/Networks 2020–2026 (\$ million)
- Exhibit 117 Incremental Growth by Geography 2020 & 2026
- Exhibit 118 Global Hearing Aids Market by Government Purchases/Public Organizations: Incremental & Absolute Growth
- Exhibit 119 Global Hearing Aids Market by Government Purchases/Public Organizations 2020–2026 (\$ million)
- Exhibit 120 Incremental Growth by Geography 2020 & 2026
- Exhibit 121 Incremental Growth by Geography 2020 & 2026
- Exhibit 122 Global Hearing Aids Market by Geography
- Exhibit 123 Global Hearing Aids Market by Geography 2020: Key Countries (\$ million)
- Exhibit 124 Global Hearing Aids Market by Geography: Incremental Growth
- Exhibit 125 Global Hearing Aids Market by Geography: Absolute Growth

- Exhibit 126 Europe Hearing Aids Market in 2020
- Exhibit 127 Share of Aging Population (65 Years and Above) in Europe 2018 (%)
- Exhibit 128 Europe Hearing Aids Market: Incremental & Absolute Growth
- Exhibit 129 Hearing Aids Market in Europe 2020–2026 (\$ million)
- Exhibit 130 Incremental Growth by Product 2020 & 2026
- Exhibit 131 Incremental Growth by Distribution 2020 & 2026
- Exhibit 132 Incremental Growth by Patient Group 2020 & 2026
- Exhibit 133 Incremental Growth in Europe 2020 & 2026
- Exhibit 134 Hearing Aids Market in UK 2020–2026 (\$ million)
- Exhibit 135 Hearing Aids Market in Germany 2020–2026 (\$ million)
- Exhibit 136 Hearing Aids Market in France 2020–2026 (\$ million)
- Exhibit 137 Hearing Aids Market in Italy 2020–2026 (\$ million)
- Exhibit 138 Hearing Aids Market in Spain 2020–2026 (\$ million)
- Exhibit 139 North America Hearing Aids Market in 2020
- Exhibit 140 North America Hearing Aids Market: Absolute & Incremental Growth
- Exhibit 141 Hearing Aids Market in North America 2020–2026 (\$ million)
- Exhibit 142 Incremental Growth by Product 2020 & 2026
- Exhibit 143 Incremental Growth by Distribution 2020 & 2026
- Exhibit 144 Incremental Growth by Patient Group 2020 & 2026
- Exhibit 145 Incremental Growth in North America 2020 & 2026
- Exhibit 146 Key Statistics about Hearing Loss in US
- Exhibit 147 Estimated Number of Americans with Hearing Loss 2020–2050 (million)
- Exhibit 148 Hearing Aids Market in US 2020–2026 (\$ million)
- Exhibit 149 Hearing Aids Market in Canada 2020–2026 (\$ million)
- Exhibit 150 APAC Hearing Aids Market in 2020
- Exhibit 151 APAC Hearing Aids Market: Incremental & Absolute Growth
- Exhibit 152 Hearing Aids Market in APAC 2020–2026 (\$ million)
- Exhibit 153 Health Access & Quality Index Score for Key APAC Countries 2016
- Exhibit 154 Incremental Growth by Product 2020 & 2026
- Exhibit 155 Incremental Growth by Distribution 2020 & 2026
- Exhibit 156 Incremental Growth by Patient Group 2020 & 2026
- Exhibit 157 Incremental Growth in APAC 2020 & 2026
- Exhibit 158 Hearing Aids Market in Japan 2020–2026 (\$ million)
- Exhibit 159 Hearing Aids Market in China 2020–2026 (\$ million)
- Exhibit 160 Hearing Aids Market in Australia 2020–2026 (\$ million)
- Exhibit 161 Hearing Aids Market in South Korea 2020–2026 (\$ million)
- Exhibit 162 Hearing Aids Market in India 2020–2026 (\$ million)
- Exhibit 163 Latin America Hearing Aids Market in 2020
- Exhibit 164 Latin America Hearing Aids Market: Incremental & Absolute Growth



Exhibit 165 Hearing Aids Market in Latin America 2020–2026 (\$ million)  
Exhibit 166 Incremental Growth by Product 2020 & 2026  
Exhibit 167 Incremental Growth by Distribution 2020 & 2026  
Exhibit 168 Incremental Growth by Patient Group 2020 & 2026  
Exhibit 169 Incremental Growth in Latin America 2020 & 2026  
Exhibit 170 Hearing Aids Market in Brazil 2020–2026 (\$ million)  
Exhibit 171 Hearing Aids Market in Mexico 2020–2026 (\$ million)  
Exhibit 172 Hearing Aids Market in Argentina 2020–2026 (\$ million)  
Exhibit 173 Hearing Aids Market in Colombia 2020–2026 (\$ million)  
Exhibit 174 Population with Hearing Loss in Middle East & North Africa (million)  
Exhibit 175 Prevalence of Disabling Hearing Loss in Males & Females (above 15 years) in Middle East & Africa 2018  
Exhibit 176 Average Prevalence of Disabling Hearing Loss in Middle East & Africa 2018  
Exhibit 177 Middle East & Africa Hearing Aids Market in 2020  
Exhibit 178 Middle East & Africa Hearing Aids Market: Incremental & Absolute Growth  
Exhibit 179 Hearing Aids Market in Middle East & Africa 2020–2026 (\$ million)  
Exhibit 180 Incremental Growth by Product 2020 & 2026  
Exhibit 181 Incremental Growth by Distribution 2020 & 2026  
Exhibit 182 Incremental Growth by Patient Group 2020 & 2026  
Exhibit 183 Incremental Growth in Middle East & Africa 2020 & 2026  
Exhibit 184 Hearing Aids Market in Saudi Arabia 2020–2026 (\$ million)  
Exhibit 185 Hearing Aids Market in Turkey 2020–2026 (\$ million)  
Exhibit 186 Hearing Aids Market in South Africa 2020–2026 (\$ million)  
Exhibit 187 Hearing Aids Market in UAE 2020–2026 (\$ million)  
Exhibit 188 Global Hearing Aids Market: Vendors Market Share 2020  
Exhibit 189 Sonova: R&D Expenditure 2018?2020 (\$ million)  
Exhibit 190 Sonova: Revenue by Segment 2019 & 2020 (\$ million)  
Exhibit 191 Sonova: Revenue by Geography 2020 (%)  
Exhibit 192 Demant: R&D Expenditure 2017?2019 (\$ million)  
Exhibit 193 Demant: Revenue by Segment 2018 & 2019 (\$ million)  
Exhibit 194 Demant: Revenue by Geography 2019 (%)  
Exhibit 195 GN Store Nord: Revenue by Segment 2018 & 2019 (\$ million)  
Exhibit 196 GN Store Nord: Revenue by Geography 2019 (%)

## LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2020

Table 3 Recent Major M&As in the Global Hearing Aids Market
Table 4 Significant M&As in the Global Hearing Aids Market
Table 5 Key Features of Wireless Hearing Aids
Table 6 Popular Wireless Hearing Aids from Various Vendors
Table 7 Popular AI Enabled Hearing Aids by Market Players
Table 8 Cost Estimates of Untreated Hearing Loss in Selected High-income Countries
Table 9 Factors Affecting Hearing Loss in Pediatric Patient Group
Table 10 Key Revolutionary Advances in Hearing Aid Technology
Table 11 Few Advanced Hearing Aids & Related Accessories by Key Market Players
Table 12 Major Recent Launches/Approvals of Hearing Aids
Table 13 Popular BTE Hearing Aids by Prominent Players
Table 14 Popular RITE/RIC Hearing Aids by Prominent Players
Table 15 Popular ITE Hearing Aids by Prominent Players
Table 16 Popular ITC Hearing Aids by Prominent Players
Table 17 Popular CIC Hearing Aids by Prominent Players
Table 18 Popular IIC Hearing Aids by Prominent Players
Table 19 Causes of Sensorineural Hearing Loss
Table 20 Types of Hearing Aids Used for Sensorineural Hearing Loss
Table 21 Major Differences Between Digital and Analog Hearing Aids
Table 22 Data for the Prevalence of Hearing Loss among Children in US
Table 23 Provincial Reimbursement Policy in China
Table 24 Key Competitive Factors in the Global Hearing Aids Market
Table 25 Global Hearing Aids Market: Vendors Ranking 2020
Table 26 Sonova: Major Product Offerings
Table 27 WS Audiology: Major Product Offerings
Table 28 Demant: Major Product Offerings
Table 29 GN Store Nord: Major Product Offerings
Table 30 Starkey: Major Product Offerings
Table 31 Arphi Electronics: Major Product Offerings
Table 32 Audina Hearing Instruments: Major Product Offerings
Table 33 Century Hearing Aids: Major Product Offerings
Table 34 Eartechnic: Major Product Offerings
Table 35 Eargo: Major Product Offerings
Table 36 ExSilent: Major Product Offerings
Table 37 Horentek: Major Product Offerings
Table 38 IN4 Technology: Major Product Offerings
Table 39 InnerScope Hearing Technologies: Major Product Offerings
Table 40 IntriCon: Major Product Offerings
Table 41 Loreca Hearing Aid: Major Product Offerings

Table 42 NewSound Hearing Aids: Major Product Offerings
Table 43 RION: Major Product Offerings
Table 44 SeboTek Hearing Systems: Major Product Offerings
Table 45 Zounds Hearing: Major Product Offerings
Table 46 Global Hearing Aids Market by Product 2020?2026 (\$ million)
Table 47 Global Hearing Aids Market by Product 2020?2026 (%)
Table 48 Europe Hearing Aids Market by Product 2020?2026 (\$ million)
Table 49 Europe Hearing Aids Market by Product 2020?2026 (%)
Table 50 North America Hearing Aids Market by Product 2020?2026 (\$ million)
Table 51 North America Hearing Aids Market by Product 2020?2026 (%)
Table 52 APAC Hearing Aids Market by Product 2020?2026 (\$ million)
Table 53 APAC Hearing Aids Market by Product 2020?2026 (%)
Table 54 Latin America Hearing Aids Market by Product 2020?2026 (\$ million)
Table 55 Latin America Hearing Aids Market by Product 2020?2026 (%)
Table 56 Middle East & Africa Hearing Aids Market by Product 2020?2026 (\$ million)
Table 57 Middle East & Africa Hearing Aids Market by Product 2020?2026 (%)
Table 58 Global Hearing Aids Market by Hearing Loss 2020?2026 (\$ million)
Table 59 Global Hearing Aids Market by Hearing Loss 2020?2026 (%)
Table 60 Global Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 61 Global Hearing Aids Market by Patient Group 2020?2026 (%)
Table 62 Europe Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 63 Europe Hearing Aids Market by Patient Group 2020?2026 (%)
Table 64 North America Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 65 North America Hearing Aids Market by Patient Group 2020?2026 (%)
Table 66 APAC Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 67 APAC Hearing Aids Market by Patient Group 2020?2026 (%)
Table 68 Latin America Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 69 Latin America Hearing Aids Market by Patient Group 2020?2026 (%)
Table 70 Middle East & Africa Hearing Aids Market by Patient Group 2020?2026 (\$ million)
Table 71 Middle East & Africa Hearing Aids Market by Patient Group 2020?2026 (%)
Table 72 Global Hearing Aids Market by Technology 2020?2026 (\$ million)
Table 73 Global Hearing Aids Market by Technology 2020?2026 (%)
Table 74 Global Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 75 Global Hearing Aids Market by Distribution 2020?2026 (%)
Table 76 Europe Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 77 Europe Hearing Aids Market by Distribution 2020?2026 (%)
Table 78 North America Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 79 North America Hearing Aids Market by Distribution 2020?2026 (%)



Table 80 APAC Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 81 APAC Hearing Aids Market by Distribution 2020?2026 (%)
Table 82 Latin America Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 83 Latin America Hearing Aids Market by Distribution 2020?2026 (%)
Table 84 Middle East & Africa Hearing Aids Market by Distribution 2020?2026 (\$ million)
Table 85 Middle East & Africa Hearing Aids Market by Distribution 2020?2026 (%)
Table 86 Global Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 87 Global Hearing Aids Market by Geography 2020?2026 (%)
Table 88 BTE Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 89 BTE Hearing Aids Market by Geography 2020?2026 (%)
Table 90 RITE/RIC Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 91 RITE/RIC Hearing Aids Market by Geography 2020?2026 (%)
Table 92 ITE Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 93 ITE Hearing Aids Market by Geography 2020?2026 (%)
Table 94 ITC Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 95 ITC Hearing Aids Market by Geography 2020?2026 (%)
Table 96 CIC Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 97 CIC Hearing Aids Market by Geography 2020?2026 (%)
Table 98 IIC Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 99 IIC Hearing Aids Market by Geography 2020?2026 (%)
Table 100 Adult Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 101 Adult Hearing Aids Market by Geography 2020?2026 (%)
Table 102 Pediatric Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 103 Pediatric Hearing Aids Market by Geography 2020?2026 (%)
Table 104 Retailers Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 105 Retailers Hearing Aids Market by Geography 2020?2026 (%)
Table 106 Independent Practices Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 107 Independent Practices Hearing Aids Market by Geography 2020?2026 (%)
Table 108 Buying Groups/Networks Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 109 Buying Groups/Networks Hearing Aids Market by Geography 2020?2026 (%)
Table 110 Government Purchases/Public Organizations Hearing Aids Market by Geography 2020?2026 (\$ million)
Table 111 Government Purchases/Public Organizations Hearing Aids Market by Geography 2020?2026 (%)

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