

Global Hearing Aids Market Size Study, by Product (Hearing Devices, Hearing Implants), by Patient Type (Adult, Pediatric), by Severity (Mild, Moderate, Severe & Profound), by Distribution Channel (OTC, Medical Channel, Private Practices), and Regional Forecasts 2022-2032

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Abstracts

Global Hearing Aids Market is valued at approximately USD 12.96 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.7% over the forecast period 2024-2032. Hearing aids are primarily driven by the ageing population with hearing loss and technological advancements that propel industry growth. Hearing aids are battery-powered electronic medical devices designed to improve various forms of hearing loss and impairment among patients. The rising prevalence of hearing loss and impairment, especially among the geriatric population, is a significant factor expected to spur market demand.

According to the 2022 World Report on Hearing (WRH), more than 1.5 billion people globally suffer from hearing loss in at least one ear. This growing patient population, particularly those with mild or moderate hearing loss due to ageing and other factors, has resulted in an increased diagnosis rate. The adoption of hearing aids, combined with strategic initiatives such as acquisitions and mergers among major market players, is expected to foster market growth during the study period. Technological innovations and the integration of artificial intelligence (AI) support market growth. The market is witnessing an increased focus on research and development to launch innovative hearing devices to meet the growing patient demand. For instance, in June 2023, Sennheiser launched two new hearing aids, All-Day Clear and All-Day Slim, in the U.S., powered by Sonova technology with intelligent scene detection for seamless dialogue

optimization. Similarly, implementing regenerative fuel to power hearing devices, such as methanol in controlled fuel cells, is becoming popular among market players as a sustainable alternative to conventional batteries.

The integration of digital and smart technologies in hearing devices aids demand among customers, fueling market growth. Devices with advanced features such as smartphone compatibility, Bluetooth connectivity, high sound processing, and tinnitus masking are enhancing the functionality of hearing aids. However, the lower penetration rate of hearing devices in emerging countries may hamper market growth.

The key regions considered for the Global Hearing Aids Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Global Hearing Aids Market in terms of revenue. The market growth in the region is being attributed to factors including the increasing sales volume of hearing devices, strong adoption of less noticeable devices for aesthetic appeal, and new product launches. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by the increasing geriatric population suffering from hearing loss and impairment, resulting in growing diagnosis rates and demand for hearing devices.

Major Market Players Included in This Report Are:

Starkey Laboratories Inc. (U.S.)
WS Audiology (Denmark)
GN Store Nord A/S (Denmark)
Cochlear Ltd. (Australia)
RION Co., Ltd. (Japan)
Sonova (Switzerland)
Demant A/S (Denmark)
MED-EL (Medical Electronics) (Austria)
Widex A/S (Denmark)
Sennheiser (Germany)
Amplifon (Italy)
Sivantos Pte. Ltd. (Singapore)
Oticon (Denmark)
Beltone (U.S.)
NuEar (U.S.)

The Detailed Segments and Sub-Segment of the Market Are Explained Below:
By Product:

Hearing Devices
Hearing Implants

By Patient Type:

Adult
Pediatric

By Severity:

Mild
Moderate
Severe & Profound

By Distribution Channel:

OTC
Medical Channel
Private Practices

By Region:

North America
U.S.
Canada

Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific

China
India
Japan
Australia
South Korea
RoAPAC

Latin America

Brazil
Mexico
Rest of Latin America

Middle East & Africa
Saudi Arabia
South Africa
RoMEA

Years Considered for the Study Are as Follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL HEARING AIDS MARKET EXECUTIVE SUMMARY

- 1.1. Global Hearing Aids Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Product
 - 1.3.2. By Patient Type
 - 1.3.3. By Severity
 - 1.3.4. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL HEARING AIDS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL HEARING AIDS MARKET DYNAMICS

Global Hearing Aids Market Size Study, by Product (Hearing Devices, Hearing Implants), by Patient Type (Adult,...

3.1. Market Drivers

- 3.1.1. Aging Population with Hearing Loss
- 3.1.2. Technological Advancements
- 3.1.3. Strategic Initiatives by Market Players

3.2. Market Challenges

- 3.2.1. Lower Penetration in Emerging Countries
- 3.2.2. Lack of Awareness and Disposable Income

3.3. Market Opportunities

- 3.3.1. Integration of AI and Smart Technologies
- 3.3.2. Development of Sustainable Power Sources
- 3.3.3. Expanding Geographical Footprint in Asia Pacific

CHAPTER 4. GLOBAL HEARING AIDS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL HEARING AIDS MARKET SIZE & FORECASTS BY PRODUCT 2022-2032

5.1. Segment Dashboard

5.2. Global Hearing Aids Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Hearing Devices

5.2.2. Hearing Implants

CHAPTER 6. GLOBAL HEARING AIDS MARKET SIZE & FORECASTS BY PATIENT TYPE 2022-2032

6.1. Segment Dashboard

6.2. Global Hearing Aids Market: Patient Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Adult

6.2.2. Pediatric

CHAPTER 7. GLOBAL HEARING AIDS MARKET SIZE & FORECASTS BY SEVERITY 2022-2032

7.1. Segment Dashboard

7.2. Global Hearing Aids Market: Severity Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Mild

7.2.2. Moderate

7.2.3. Severe & Profound

CHAPTER 8. GLOBAL HEARING AIDS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

8.1. Segment Dashboard

8.2. Global Hearing Aids Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

8.2.1. OTC

8.2.2. Medical Channel

8.2.3. Private Practices

CHAPTER 9. GLOBAL HEARING AIDS MARKET SIZE & FORECASTS BY REGION 2022-2032

9.1. North America Hearing Aids Market

- 9.1.1. U.S. Hearing Aids Market
 - 9.1.1.1. Product breakdown size & forecasts, 2022-2032
 - 9.1.1.2. Patient Type breakdown size & forecasts, 2022-2032
 - 9.1.1.3. Severity breakdown size & forecasts, 2022-2032
 - 9.1.1.4. Distribution Channel breakdown size & forecasts, 2022-2032
- 9.1.2. Canada Hearing Aids Market
- 9.2. Europe Hearing Aids Market
 - 9.2.1. U.K. Hearing Aids Market
 - 9.2.2. Germany Hearing Aids Market
 - 9.2.3. France Hearing Aids Market
 - 9.2.4. Spain Hearing Aids Market
 - 9.2.5. Italy Hearing Aids Market
 - 9.2.6. Rest of Europe Hearing Aids Market
- 9.3. Asia-Pacific Hearing Aids Market
 - 9.3.1. China Hearing Aids Market
 - 9.3.2. India Hearing Aids Market
 - 9.3.3. Japan Hearing Aids Market
 - 9.3.4. Australia Hearing Aids Market
 - 9.3.5. South Korea Hearing Aids Market
 - 9.3.6. Rest of Asia Pacific Hearing Aids Market
- 9.4. Latin America Hearing Aids Market
 - 9.4.1. Brazil Hearing Aids Market
 - 9.4.2. Mexico Hearing Aids Market
 - 9.4.3. Rest of Latin America Hearing Aids Market
- 9.5. Middle East & Africa Hearing Aids Market
 - 9.5.1. Saudi Arabia Hearing Aids Market
 - 9.5.2. South Africa Hearing Aids Market
 - 9.5.3. Rest of Middle East & Africa Hearing Aids Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Company
 - 10.1.2. Company
 - 10.1.3. Company
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Starkey Laboratories Inc.
 - 10.3.1.1. Key Information

- 10.3.1.2. Overview
- 10.3.1.3. Financial (Subject to Data Availability)
- 10.3.1.4. Product Summary
- 10.3.1.5. Market Strategies
- 10.3.2. WS Audiology
- 10.3.3. GN Store Nord A/S
- 10.3.4. Cochlear Ltd.
- 10.3.5. RION Co., Ltd.
- 10.3.6. Sonova
- 10.3.7. Demant A/S
- 10.3.8. MED-EL
- 10.3.9. Widex A/S
- 10.3.10. Sennheiser
- 10.3.11. Amplifon
- 10.3.12. Sivantos Pte. Ltd.
- 10.3.13. Oticon
- 10.3.14. Beltone
- 10.3.15. NuEar

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Hearing Aids market, report scope

TABLE 2. Global Hearing Aids market estimates & forecasts by Region 2022-2032
(USD Billion)

TABLE 3. Global Hearing Aids market estimates & forecasts by Product 2022-2032
(USD Billion)

TABLE 4. Global Hearing Aids market estimates & forecasts by Patient Type 2022-2032
(USD Billion)

TABLE 5. Global Hearing Aids market estimates & forecasts by Severity 2022-2032
(USD Billion)

TABLE 6. Global Hearing Aids market estimates & forecasts by Distribution Channel
2022-2032 (USD Billion)

TABLE 7. Global Hearing Aids market by segment, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 8. Global Hearing Aids market by region, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 9. Global Hearing Aids market by segment, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 10. Global Hearing Aids market by region, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 11. Global Hearing Aids market by segment, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 12. Global Hearing Aids market by region, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 13. Global Hearing Aids market by segment, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 14. Global Hearing Aids market by region, estimates & forecasts, 2022-2032
(USD Billion)

TABLE 15. U.S. Hearing Aids market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Hearing Aids market estimates & forecasts by segment 2022-2032
(USD Billion)

TABLE 17. U.S. Hearing Aids market estimates & forecasts by segment 2022-2032
(USD Billion)

TABLE 18. Canada Hearing Aids market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 19. Canada Hearing Aids market estimates & forecasts by segment 2022-2032

(USD Billion)

TABLE 20. Canada Hearing Aids market estimates & forecasts by segment 2022-2032

(USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Hearing Aids market, research methodology
- FIG 2. Global Hearing Aids market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Hearing Aids market, key trends 2023
- FIG 5. Global Hearing Aids market, growth prospects 2022-2032
- FIG 6. Global Hearing Aids market, porters 5 force model
- FIG 7. Global Hearing Aids market, PESTEL analysis
- FIG 8. Global Hearing Aids market, value chain analysis
- FIG 9. Global Hearing Aids market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Hearing Aids market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Hearing Aids market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Hearing Aids market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Hearing Aids market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Hearing Aids market, regional snapshot 2022 & 2032
- FIG 15. North America Hearing Aids market 2022 & 2032 (USD Billion)
- FIG 16. Europe Hearing Aids market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Hearing Aids market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Hearing Aids market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Hearing Aids market 2022 & 2032 (USD Billion)
- FIG 20. Global Hearing Aids market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

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