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Brazil Hearing Aids Market-Companies Profiles, Size, Share, Growth, Trends and Forecast to 2026

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Abstracts

Brazil hearing aids market is expected to reach a CAGR of 10.1% in the forecast period of 2019 to 2026. The new market report contains data for historic year 2017, the base year of calculation is 2018 and the forecast period is 2019 to 2026.

MARKET SEGMENTATION

By Product (Hearing Aid Devices, Hearing Implants), Device Types (Digital Hearing Aids, Analog Hearing Aids), Type of Hearing Loss (Sensorineural Hearing Loss, Conductive Hearing Loss), Patient Type (Adults, Pediatrics), Distribution Channel (Large Retail Chains, Manufacturer Owned Retail Chains, Public, Others)

Major growing sectors under the market segmentation are as follows:

In product type, hearing aid devices is dominating the Brazil hearing aids market with largest market share owing to the rising prevalence of hearing loss and higher prices of cochlear implants as compared to hearing aid devices.

In device types, digital hearing aids is dominating the Brazil hearing aids market as the digital hearing aids are the new technology designed with the various advanced and innovative features making their usage more convenient and easier amongst the population such as wireless technology, bluetooth connectivity and clear sound generation in noisy environment and makes their application more amongst populations.

In type of hearing loss, sensorineural hearing loss segment is dominating the Brazil hearing aids market with largest market share as the sensorineural

hearing loss are the permanent hearing loss disease which can occur due to the trauma in the inner ear or due to extra noise pollution, the sensorineural hearing loss cannot be cure permanently hence require hearing aids for the clear sound generation by the patients and leading the usage of hearing aids in the forecast period.

In patient type, adults is dominating the Brazil hearing aids market as there is rising prevalence of hearing loss in adults as compared to pediatrics. According to U.S. Department of Health & Human Services, an estimated 17% of American adults have reported some kind of hearing loss. And nearly half of the adults ageing 75 years and older are suffering from hearing loss.

In distribution channel, large retail chains segment is dominating the Brazil hearing aids market with the largest market share as the large retail chains consists of various manufacturers, distributors, pharmaceutical companies, super markets etc. and consists of several products at a lower price as compared to other distribution channels.

KEY MARKET PLAYERS

The key market players for Brazil hearing aids market are listed below:

Sonova

William Demant Holding A/S

Sivantos Pte. Ltd

GN Store Nord A/S

Starkey

Amplifon

Cochlear Ltd.

Horentek

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MED-EL Medical Electronics

Microson

RION CO. Ltd

WIDEX A/S

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