

Austria Hearing Aid Retailers Market Size, Share & Trends Analysis Report By Type (In-The-Ear Hearing Aids, Receiver-In-The-Ear Hearing Aids), By Technology (Digital, Analog), And Segment Forecasts, 2025 - 2030

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Abstracts

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Austria Hearing Aid Retailers Market Trends

The Austria hearing aid retailers market size was estimated at USD 180.75 million in 2024 and is expected to grow at a CAGR of 9.12% from 2025 to 2030. Growing public awareness and de-stigmatization of hearing aid usage are driving market growth. Furthermore, rapidly aging population and favorable healthcare policies are supplementing this growth. For instance, in November 2024, the population forecast from Statistics Austria indicates that the population will increase by 5.5%, reaching 9.6 million by 2040. The growth will be especially pronounced among individuals aged 65 and older, whose share is projected to rise from 19.7% currently to 26.7% by 2040. By 2080, the overall population is anticipated to further expand to 10.2 million, with 29.3% of that group being 65 years or older. This aging trend contributes to a higher incidence of age-related hearing loss, creating sustained demand for hearing aids and related services.

The industry is witnessing a notable shift toward eco-friendly technologies, with a strong focus on reducing reliance on disposable batteries and embracing sustainable alternatives. Rechargeable hearing aids powered by renewable energy sources, such as solar and wind, are gaining popularity for their ability to minimize environmental impact by lowering the volume of hazardous battery waste. In response to growing

consumer demand for energy-efficient and environmentally responsible products, manufacturers are incorporating eco-friendly materials and innovative designs. Sonova's IntACT ESG strategy exemplifies this commitment to sustainability and social responsibility, significantly influencing its subsidiaries such as HANSATON in Austria. HANSATON's range of rechargeable hearing aids, such as the AQ SHD series, reflects this environmentally conscious approach, offering long-lasting, battery-free operation that aligns with broader ecological goals.

Government subsidies and reimbursement schemes have significantly propelled the market in Austria by making devices more financially accessible to a broader segment of the population. A key example is the support provided by the Austrian Health Insurance Fund (GK), which covers a substantial portion, and often the entire cost of hearing aids for individuals with a medical prescription. Under this system, patients typically need to pay a co-payment of about 10%, with a minimum charge of around USD 48.9, while the remainder of the cost is subsidized by health insurance. This reimbursement model reduces financial barriers and promotes early intervention and wider adoption of hearing aids.

Austria Hearing Aid Retailers Market Report Segmentation

This report forecasts revenue growth, country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Austria hearing aid retailers market report based on type, and technology.

Type Outlook (Revenue, USD Million, 2018 - 2030)

In-the-Ear Hearing Aids

Receiver-In-the-Ear Hearing Aids

Behind-the-Ear Hearing Aids

Canal Hearing Aids

Technology Size Outlook (Revenue, USD Million, 2018 - 2030)

Digital

Analog

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
 - 1.1.1. Segment Definitions
- 1.2. Estimates and Forecast Timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
 - 1.4.1. Purchased Database
 - 1.4.2. GVR's Internal Database
 - 1.4.3. Secondary Sources
 - 1.4.4. Primary Research
 - 1.4.5. Details of Primary Research
 - 1.4.6. Research Assumption
- 1.5. Information or Data Analysis
 - 1.5.1. Data Analysis Models
- 1.6. Market Formulation & Data Visualization
- 1.7. Model Details
 - 1.7.1. Austria Hearing Aid Retailers Market
 - 1.7.2. Market Size Estimation Methodology
 - 1.7.3. Forecasting Methodology
- 1.8. Objectives
 - 1.8.1. Objective -
 - 1.8.2. Objective -
 - 1.8.3. Objective -
- 1.9. List of Abbreviations
- 1.10. List of Secondary Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Austria Hearing Aid Retailers Market
 - 2.1.1. Market Snapshot
 - 2.1.2. Segment Snapshot
 - 2.1.2.1. Type segment outlook
 - 2.1.2.2. Technology segment outlook
 - 2.1.3. Competitive Landscape Snapshot

CHAPTER 3. MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related/Ancillary Market Outlook
- 3.2. Market Trends and Outlook
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
- 3.4. Business Environment Analysis Tools
 - 3.4.1. Industry Analysis - Porter's Five Forces Analysis
 - 3.4.1.1. Supplier power
 - 3.4.1.2. Buyer power
 - 3.4.1.3. Substitution threat
 - 3.4.1.4. Threat of new entrant
 - 3.4.1.5. Competitive rivalry
 - 3.4.2. PESTEL Analysis
- 3.5. Regulatory Scenario
- 3.6. Technological Advancements and Innovations
- 3.7. Market Research Insights: TAM, SAM, & SOM Analysis 2018-2030
- 3.8. Pricing Analysis (Average Selling Price Analysis)
- 3.9. Analysis on Opportunities and Barriers in Market Growth
- 3.10. Analysis on Revenue Streams and Evolving Business Models
- 3.11. Emerging Market Trends and Key Drivers of Growth Analysis
- 3.12. Primary Research Insights and Analysis on Austria's Evolving Consumer Trends
 - 3.12.1. Current consumer needs and pain points
 - 3.12.2. Key factors influencing consumer decision making
 - 3.12.3. Consumer choices for advanced features
 - 3.12.4. Consumer touch points and marketing opportunities

CHAPTER 4. TYPE BUSINESS ANALYSIS

- 4.1. Austria Hearing Aid Retailers Market: Type Movement Analysis
- 4.2. Austria Hearing Aid Retailers Type Market: Segment Dashboard
- 4.3. Type Movement & Market Share Analysis, 2023 & 2030
- 4.4. Austria Hearing Aid Retailers Market Estimates & Forecast, by Type
- 4.5. In-the-Ear Hearing Aids
 - 4.5.1. In-the-ear hearing aids market, 2018 - 2030 (USD Million)
 - 4.5.2. In-the-ear hearing aids market, 2018 - 2030 (Volume Units)
- 4.6. Receiver-In-the-Ear Hearing Aids

- 4.6.1. Receiver-in-the-ear hearing aids market, 2018 - 2030 (USD Million)
- 4.6.2. Receiver-in-the-ear hearing aids market, 2018 - 2030 (Volume Units)
- 4.7. Behind-the-Ear Hearing Aids
 - 4.7.1. Behind-the-ear hearing aids market, 2018 - 2030 (USD Million)
 - 4.7.2. Receiver-in-the-ear hearing aids market, 2018 - 2030 (Volume Units)
- 4.8. Canal Hearing Aids
 - 4.8.1. Canal hearing aids market, 2018 - 2030 (USD Million)
 - 4.8.2. Receiver-in-the-ear hearing aids market, 2018 - 2030 (Volume Units)

CHAPTER 5. TECHNOLOGY BUSINESS ANALYSIS

- 5.1. Austria Hearing Aid Retailers Market: Technology Movement Analysis
- 5.2. Austria Hearing Aid Retailers Condition Market: Technology Dashboard
- 5.3. Technology Movement & Market Share Analysis, 2023 & 2030
- 5.4. Austria Hearing Aid Retailers Market, Market Estimates & Forecast, by Technology
- 5.5. Digital
 - 5.5.1. Digital market, 2018 - 2030 (USD Million)
 - 5.5.2. Digital market, 2018 - 2030 (Volume Units)
- 5.6. Analog
 - 5.6.1. Analog market, 2018 - 2030 (USD Million)
 - 5.6.2. Analog market, 2018 - 2030 (Volume Units)

CHAPTER 6. COMPETITIVE LANDSCAPE

- 6.1. Company Categorization
- 6.2. Company Market Position Analysis
- 6.3. Company Market Share Analysis, 2024
 - 6.3.1. By Revenue
 - 6.3.2. By Number of Point of Sales
 - 6.3.3. By Number of Units Sold
- 6.4. Strategy Mapping
 - 6.4.1. Partnership & Collaboration
 - 6.4.2. New Product Launch
 - 6.4.3. Mergers & Acquisitions
 - 6.4.4. Geographical Expansion
 - 6.4.5. Others
- 6.5. Company Profiles/Listing
 - 6.5.1. Hartlauer
 - 6.5.1.1. Overview

- 6.5.1.2. Financial performance
- 6.5.1.3. Service benchmarking
- 6.5.1.4. Strategic initiatives
- 6.5.1.5. Brand Positioning Analysis
- 6.5.1.6. Market Expansion Tactics Analysis
- 6.5.1.7. Key Differentiating Factor Analysis
- 6.5.1.8. SWOT Analysis
- 6.5.2. Sonova AG
 - 6.5.2.1. Overview
 - 6.5.2.2. Financial performance
 - 6.5.2.3. Service benchmarking
 - 6.5.2.4. Strategic initiatives
 - 6.5.2.5. Brand Positioning Analysis
 - 6.5.2.6. Market Expansion Tactics Analysis
 - 6.5.2.7. Key Differentiating Factor Analysis
 - 6.5.2.8. SWOT Analysis
- 6.5.3. KIND Hearing Pte Ltd
 - 6.5.3.1. Overview
 - 6.5.3.2. Financial performance
 - 6.5.3.3. Service benchmarking
 - 6.5.3.4. Strategic initiatives
 - 6.5.3.5. Brand Positioning Analysis
 - 6.5.3.6. Market Expansion Tactics Analysis
 - 6.5.3.7. Key Differentiating Factor Analysis
 - 6.5.3.8. SWOT Analysis
- 6.5.4. Fielmann Group AG
 - 6.5.4.1. Overview
 - 6.5.4.2. Financial performance
 - 6.5.4.3. Service benchmarking
 - 6.5.4.4. Strategic initiatives
 - 6.5.4.5. Brand Positioning Analysis
 - 6.5.4.6. Market Expansion Tactics Analysis
 - 6.5.4.7. Key Differentiating Factor Analysis
 - 6.5.4.8. SWOT Analysis
- 6.5.5. Bloom
 - 6.5.5.1. Overview
 - 6.5.5.2. Financial performance
 - 6.5.5.3. Service benchmarking
 - 6.5.5.4. Strategic initiatives

- 6.5.5.5. Brand Positioning Analysis
- 6.5.5.6. Market Expansion Tactics Analysis
- 6.5.5.7. Key Differentiating Factor Analysis
- 6.5.5.8. SWOT Analysis
- 6.5.6. United Optics GmbH
 - 6.5.6.1. Overview
 - 6.5.6.2. Financial performance
 - 6.5.6.3. Service benchmarking
 - 6.5.6.4. Strategic initiatives
 - 6.5.6.5. Brand Positioning Analysis
 - 6.5.6.6. Market Expansion Tactics Analysis
 - 6.5.6.7. Key Differentiating Factor Analysis
 - 6.5.6.8. SWOT Analysis
- 6.5.7. Vienna Akustik
 - 6.5.7.1. Overview
 - 6.5.7.2. Financial performance
 - 6.5.7.3. Service benchmarking
 - 6.5.7.4. Strategic initiatives
 - 6.5.7.5. Brand Positioning Analysis
 - 6.5.7.6. Market Expansion Tactics Analysis
 - 6.5.7.7. Key Differentiating Factor Analysis
 - 6.5.7.8. SWOT Analysis
- 6.5.8. MicroTech
 - 6.5.8.1. Overview
 - 6.5.8.2. Financial performance
 - 6.5.8.3. Service benchmarking
 - 6.5.8.4. Strategic initiatives
 - 6.5.8.5. Brand Positioning Analysis
 - 6.5.8.6. Market Expansion Tactics Analysis
 - 6.5.8.7. Key Differentiating Factor Analysis
 - 6.5.8.8. SWOT Analysis
- 6.5.9. Neuroth
 - 6.5.9.1. Overview
 - 6.5.9.2. Financial performance
 - 6.5.9.3. Service benchmarking
 - 6.5.9.4. Strategic initiatives
 - 6.5.9.5. Brand Positioning Analysis
 - 6.5.9.6. Market Expansion Tactics Analysis
 - 6.5.9.7. Key Differentiating Factor Analysis

- 6.5.9.8. SWOT Analysis
- 6.5.10. GN Hearing Austria GmbH
 - 6.5.10.1. Overview
 - 6.5.10.2. Financial performance
 - 6.5.10.3. Service benchmarking
 - 6.5.10.4. Strategic initiatives
 - 6.5.10.5. Brand Positioning Analysis
 - 6.5.10.6. Market Expansion Tactics Analysis
 - 6.5.10.7. Key Differentiating Factor Analysis
 - 6.5.10.8. SWOT Analysis

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