

# Croatia 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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### Croatia Hearing Aid Retailers Market Trends

The Croatia hearing aid retailers market size was estimated at USD 55.51 million in 2024 and is projected to grow at a CAGR of 5.78% from 2025 to 2030. The increasing prevalence of hear loss among the aging population, and increased awareness of the importance of hearing health are primarily driving market growth. As life expectancy increases, more individuals are entering older age groups where hearing impairment is more common.

A 2024 report by the European Hearing Instrument Manufacturers Association (EHIMA) estimates that 15.1% of Croatia's population self-reported some degree of hearing loss in 2022. This figure is among the highest in Europe and includes individuals with mild to severe hearing difficulties, regardless of official disability status.

Furthermore, there is a growing customer preference for advanced medical technology driving market growth. As the demand for sophisticated medical devices rises, hearing aids are increasingly viewed as essential health products rather than consumer electronics. This shift encourages retailers to enhance their offerings by stocking more advanced models incorporating cutting-edge features such as Bluetooth connectivity, noise cancellation, and artificial intelligence capabilities. Rising healthcare

costs may enhance access to insurance and subsidies for hearing aids, boosting retail sales. The aging population's increasing experience with hearing loss emphasizes the need for effective solutions. Retailers should adjust strategies to target this demographic and offer personalized services, including fittings and aftercare support.

The increasing government deficit and fiscal policy in the country are leading to a growing demand in the market. As government spending rises, particularly on social assistance programs, disposable income for certain segments of the population may improve. This change could lead to a higher demand for healthcare-related products, such as hearing aids, as more individuals become financially able to seek treatment for hearing impairments. Moreover, strong revenue growth from indirect taxes indicates robust consumer spending, which could benefit retailers in the hearing aid sector. With favorable economic conditions and an increase in purchasing power due to rising employment and wages, sales volumes for these devices are likely to grow.

In 2024, the market is driven by key factors such as revenue performance, extensive distribution networks, and high unit sales, which reflect both financial strength and consumer demand.

### Croatia 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 Croatia 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

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