

# Switzerland 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, and Analog), And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Market Size & Trends

The Switzerland hearing aid retailers market size was estimated at USD 352.81 million in 2024 and is expected to grow at a CAGR of 7.99% from 2025 to 2030. The increasing prevalence of hearing loss among the aging population, and rising 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. For instance, in April 2025, the Federal Statistical Office (FSO) projects Switzerland's population to reach 10.5 million by 2055. The number of individuals aged 65 and older is expected to increase by about 50% between 2024 and 2055. Projections indicate that by 2055, this age group will make up roughly a quarter of the total population, surpassing the percentage of children and teenagers, estimated at around 17.9%. The number of people aged 80 and older will nearly double, rising from about 540,000 in 2025 to approximately 1.03 million in 2055.

The industry is witnessing a notable shift as retailers are providing eco-friendly technologies, with a strong focus on reducing reliance on disposable batteries and embracing sustainable alternatives. For instance:

Phonak offers rechargeable hearing aids that are designed to last up to 24 hours

on a single charge.

Widex offers fuel cell-based rechargeable solutions.

ReSound offers AI-driven technology and streaming for Android and iOS devices.

In addition, some retailers hold certifications such as ISO 9001 for quality management and ISO 14001 for environmental management, ensuring high-quality, eco-friendly products.

Furthermore, favorable reimbursement policies and insurance coverage for hearing aids are making these devices more accessible to consumers, thus stimulating market growth. For instance, in Switzerland, the social insurance systems AHV/AVS (Old Age and Survivors Insurance) and IV (Disability Insurance) provide financial assistance for individuals requiring devices based on specific criteria related to hearing loss. Below is a detailed breakdown of how these contributions work. The AHV/AVS contributes from a total hearing loss of 35% (both ears together), providing CHF 630 for one product or CHF 1237.50 for two every five years; the IV contributes from a total hear loss of 20%, offering CHF 840 for one or CHF 1650 for two every six years. Moreover, there are a variety of hearing aid retailers, including specialized audiologists and larger companies such as Auzen, offering cost and coverage through insurance.

## Switzerland 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 Switzerland 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

### **Companies Mentioned**

Neuroth

KIND H?rzentralen AG

Amplifon

Audika

MicroTech

Akustik Schweiz

Fielmann

Silver Audition SA

Auzen

Sonova AG

Oticon SA

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