

# Asia-Pacific Hearing Aids and Audiology Devices Market

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## Abstracts

In 2012, the Asia-Pacific market for hearing devices was valued at close to \$2.3 billion.

The Asia-Pacific market for hearing devices was valued at close to \$2.3 billion in 2012 and is expected to experience consistent growth over the forecast period. The Australian market for hearing devices is highly developed and had the highest penetration rate in the region, whereas the Japanese and South Korean markets for hearing devices are far from reaching market saturation or realizing their full potential. Both the Japanese and South Korean markets have a significant opportunity for growth. The total market for hearing devices consisted of the wholesale and retail markets for hearing aids as well as the market for cochlear implants. Due to high retail prices, the wholesale market was valued at well below that of the retail market. The Asia-Pacific region saw a very underpenetrated market with respect to cochlear implants, due to the relative infancy of the market as well as high average selling prices; this market is expected to almost double in value over the forecast period.

**Scope:** This report pertains to a forecast period of 10 years (2009 – 2019) for the Asia-Pacific region (Australia, Japan, and South Korea).

### Report Contents:

- Competitor Analysis
- Identified Strategic Opportunities
- Market Overview by Segment & Country
- Trend Analysis by Segment & Country
- Market Drivers & Limiters
- Mergers & Acquisitions

## Customer Feedback and Market Monitoring

### **Main Segments Included:**

Standard Hearing Aids  
Hearing Aid Styles  
Hearing Aids by Battery Size  
Cochlear Implants  
Wholesale Hearing Aid Market  
Retail Hearing Aid Market

### **Sub-Segments Included:**

Traditional Behind-The-Ear  
Receiver-In-The-Canal  
Open-Fit Devices  
Traditional In-The-Ear  
In-The-Canal  
Completely-In-The-Canal  
Body Hearing Aids  
Hearing Aids by Circuit Type  
Non-Programmable Analog Hearing Aids  
Basic DSP Hearing Aids  
Economy DSP Hearing Aids  
Mid-Level DSP Hearing Aids  
Premium DSP Hearing Aids

### **Companies Included**

RION  
Optical Chains  
Australian Hearing Company  
William Demant  
NHC/Amplifon  
Siemens  
Riken Sangyo  
Sonova  
Widex  
GN ReSound

New Japan Hearing

Kikoe

Cochlear

Starkey

MED-EL

Others: Austar Hearing, NewSound, Public Clinics, Independent Hearing Aid Stores, etc

### **Reasons To Buy:**

This report analyzes and evaluates the current state of the market including existing and potential markets, product average selling prices, and unit volumes. The report also highlights the opportunities and potential hazards involved, and presents strategies for successfully navigating the market landscape. Furthermore, it seeks to identify the trends and technologies that will affect the future of each market segment and prepares an unbiased critical assessment of such market drivers and limiters based on our “ground up” approach, which includes primary and secondary research methods.

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