

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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