

European Hearing Aids and Audiology Devices Market

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Abstracts

The European hearing aids and audiology devices market shows that in 2012, 14.5% of the European population suffered from hearing impairment, which amounted to 59.6 million candidates who would benefit from using a hearing device.

Despite the high market potential for hearing aid devices, there is still a great deal of growth remaining in the European hearing aids and audiology devices market, as the penetration of hearing aid users in Europe is less than 20%. Growth of the hearing device market is largely dependent on the reimbursement policies of each country, the technological innovations that are offered by the manufacturers and the distribution of hearing aids by the retailers to the end users. The adoption rate of hearing aid users is expected to increase at a CAGR of 2%, leading to over 20% penetration by 2019.

Scope: The European Hearing Aids and Audiology Devices Market report pertains to a forecast period of 10 years (2009 – 2019) for Austria, Belgium, Denmark, Finland, France, Germany, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, U.K.

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:

Hearing Aids

Cochlear Implant

Hearing Aid Battery

Diagnostic Hearing Device

Companies Included:

Entendre

Hans Anders

Hansaton

Amplifon

AudioNova

Hearing Company

Hidden Hearing

Ormerods/Boots

Veranneman Appareils Auditifs

Widex

KIND Hörgeräte

Audika

GAES

Specsavers

Maico

Optical Chains

Neuroth

Lapperre BHAC

Hartlauer

Acustica Medica

Audibel

Audio 2000

AudioNova

Audition Conseil

Audition Mutualiste

Audition Sante

Casa

Sonotone

Danish Hearing Aid Center

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 “bottom up” approach, which includes primary and secondary research methods.

Contents

EXECUTIVE SUMMARY

- 1.1 INTERVENTIONAL CARDIOLOGY DEVICE MARKET
- 1.2 TREND ANALYSIS BY COUNTRY
- 1.3 PROCEDURE NUMBERS
- 1.4 CORONARY STENT MARKET
- 1.5 PTCA BALLOON MARKET
- 1.6 INTERVENTIONAL CORONARY CATHETER & GUIDEWIRE MARKET
- 1.7 CORONARY INTRODUCER SHEATH MARKET
- 1.8 CORONARY EMBOLIC PROTECTION DEVICE MARKET
- 1.9 CORONARY ATHERECTOMY DEVICE MARKET
- 1.10 DIAGNOSTIC CORONARY CATHETER & GUIDEWIRE MARKET
- 1.11 FRACTIONAL FLOW RESERVE GUIDEWIRE MARKET
- 1.12 CORONARY VASCULAR CLOSURE DEVICE MARKET
- 1.13 IVUS CATHETER MARKET
- 1.14 OPTICAL COHERENCE TOMOGRAPHY (OCT) DEVICE MARKET
- 1.15 VULNERABLE PLAQUE DEVICE MARKET
- 1.16 COMPETITIVE ANALYSIS

RESEARCH METHODOLOGY

- 2.1 RESEARCH SCOPE
- 2.2 IDATA'S 9-STEP METHODOLOGY
 - Step 1: Project Initiation & Team Selection
 - Step 2: Prepare Data Systems and Perform Secondary Research
 - Step 3: Preparation for Interviews & Questionnaire Design
 - Step 4: Performing Primary Research
 - Step 5: Research Analysis: Establishing Baseline Estimates
 - Step 6: Market Forecast and Analysis
 - Step 7: Identify Strategic Opportunities
 - Step 8: Final Review and Market Release
 - Step 9: Customer Feedback and Market Monitoring

EUROPEAN INTERVENTIONAL CARDIOLOGY DEVICE MARKETS

- 3.1 INTRODUCTION
 - 3.1.1 Population at Risk

3.2 CURRENCY EXCHANGE RATE

3.3 MARKET OVERVIEW

3.4 MARKET BY SEGMENT

3.4.1 Market Concentration

3.5 MARKET BY COUNTRY

3.5.1.1 Germany

3.5.1.2 France

3.5.1.3 United Kingdom

3.5.1.4 Italy

3.5.1.5 Spain

3.5.1.6 Benelux

3.5.1.7 Scandinavia

3.5.1.8 Portugal

3.5.1.9 Austria

3.5.1.10 Switzerland

3.6 TREND ANALYSIS BY COUNTRY

3.7 MARKET DRIVERS AND LIMITERS

3.7.1 Market Drivers

3.7.2 Market Limiters

3.8 COMPETITIVE ANALYSIS

3.9 MERGERS AND ACQUISITIONS

PROCEDURE NUMBERS

4.1 TOTAL PROCEDURE NUMBERS

4.2 GERMANY

4.3 FRANCE

4.4 UNITED KINGDOM

4.5 ITALY

4.6 SPAIN

4.7 BENELUX

4.8 SCANDINAVIA

4.9 PORTUGAL

4.10 AUSTRIA

4.11 SWITZERLAND

COUNTRY PROFILES

5.1 INTRODUCTION

- 5.1.1 Population
- 5.1.2 GDP Per Capita
- 5.1.3 PCI and DES Penetration Rates
- 5.1.4 Price Index
- 5.2 GERMANY
- 5.3 FRANCE
- 5.4 UNITED KINGDOM
- 5.5 ITALY
- 5.6 SPAIN
- 5.7 BENELUX
- 5.8 SCANDINAVIA
- 5.9 PORTUGAL
- 5.10 AUSTRIA
- 5.11 SWITZERLAND

CORONARY STENT MARKET

- 6.1 INTRODUCTION
- 6.2 MARKET OVERVIEW
- 6.3 MARKET ANALYSIS AND FORECAST
 - 6.3.1 Total Coronary Stent Market
 - 6.3.2 Total Coronary Stent Units Sold by Stent Diameter
 - 6.3.3 Total Coronary Stent Units Sold by Stent Length
 - 6.3.4 Drug-Eluting Stent Market
 - 6.3.5 Bare-Metal Stent Market
- 6.4 MARKET DRIVERS AND LIMITERS
 - 6.4.1 Drug-Eluting Stent Market
 - 6.4.1.1 Market Drivers
 - 6.4.1.2 Market Limiters
 - 6.4.2 Bare-Metal Stent Market
 - 6.4.2.1 Market Drivers
 - 6.4.2.2 Market Limiters
- 6.5 COMPETITIVE ANALYSIS
 - 6.5.1 Brands by Leading Competitors
 - 6.5.2 Emerging Competitors
- 6.6 EMERGING TECHNOLOGIES
 - 6.6.1 Bioabsorbable Coronary Stents
 - 6.6.2 Bifurcated Coronary Stents

PERCUTANEOUS TRANSLUMINAL CORONARY ANGIOPLASTY BALLOON CATHETER MARKET

7.1 INTRODUCTION

7.1.1 Balloon Types

7.1.2 Drug-Eluting Balloons

7.1.3 PTCA Balloons by Classification

7.2 MARKET ANALYSIS AND FORECAST

7.3 PROCEDURES

7.3.1 Units per Procedure

7.3.2 Units Sold by Indication

7.4 MARKET DRIVERS AND LIMITERS

7.4.1 Market Drivers

7.4.2 Market Limiters

7.5 COMPETITIVE ANALYSIS

7.5.1 Brands by Leading Competitors

INTERVENTIONAL CORONARY CATHETER MARKET

8.1 INTRODUCTION

8.1.1 Units per Procedure

8.2 MARKET ANALYSIS AND FORECAST

8.3 MARKET DRIVERS AND LIMITERS

8.3.1 Market Drivers

8.3.2 Market Limiters

8.4 COMPETITIVE ANALYSIS

8.4.1 Brands by Leading Competitors

INTERVENTIONAL CORONARY GUIDEWIRE MARKET

9.1 INTRODUCTION

9.1.1 Device Construction

9.1.2 Hydrophilic Guidewires

9.1.3 Units per Procedure

9.2 MARKET ANALYSIS AND FORECAST

9.3 MARKET DRIVERS AND LIMITERS

9.3.1 Market Drivers

9.3.2 Market Limiters

9.4 COMPETITIVE ANALYSIS

9.4.1 Brands by Leading Competitors

CORONARY INTRODUCER SHEATH MARKET

10.1 INTRODUCTION

10.1.1 The Femoral Approach

10.1.2 Radial/Brachial Approach

10.2 MARKET OVERVIEW

10.2.1 Units per Procedure

10.2.2 Coronary Introducer Sheath Market by Access Site

10.3 MARKET ANALYSIS AND FORECAST

10.3.1 Total Coronary Introducer Sheath Market

10.3.2 Standard Coronary Introducer Sheath Market

10.3.3 Coronary Micro-Introducer Sheath Market

10.4 MARKET DRIVERS AND LIMITERS

10.4.1 Market Drivers

10.4.2 Market Limiters

10.5 COMPETITIVE ANALYSIS

10.5.1 Brands by Leading Competitors

CORONARY EMBOLIC PROTECTION DEVICE MARKET

11.1 INTRODUCTION

11.1.1 Saphenous Vein Grafts

11.2 PROTECTION MECHANISM

11.3 MARKET ANALYSIS AND FORECAST

11.4 MARKET DRIVERS AND LIMITERS

11.4.1 Market Drivers

11.4.2 Market Limiters

11.5 COMPETITIVE ANALYSIS

11.5.1 Brands by Leading Competitors

CORONARY ATHERECTOMY DEVICE MARKET

12.1 INTRODUCTION

12.1.1 Atherectomy

12.1.2 Device Technologies

12.1.2.1 Mechanical Atherectomy

12.1.2.2 Laser Atherectomy

- 12.1.2.3 Directional Coronary Atherectomy (DCA)
- 12.2 MARKET ANALYSIS & FORECAST
- 12.3 MARKET DRIVERS AND LIMITERS
 - 12.3.1 Market Drivers
 - 12.3.2 Market Limiters
- 12.4 COMPETITIVE ANALYSIS
 - 12.4.1 Brands by Leading Competitors

DIAGNOSTIC CORONARY CATHETER AND GUIDEWIRE MARKET

- 13.1 INTRODUCTION
- 13.2 MARKET OVERVIEW
- 13.3 MARKET ANALYSIS AND FORECAST
 - 13.3.1 Total Diagnostic Coronary Catheter and Guidewire Market
- 13.4 DIAGNOSTIC CATHETER MARKET
- 13.5 DIAGNOSTIC GUIDEWIRE MARKET
- 13.6 MARKET DRIVERS AND LIMITERS
 - 13.6.1 Market Drivers
 - 13.6.2 Market Limiters
- 13.7 COMPETITIVE ANALYSIS
 - 13.7.1 Brands by Leading Competitors

FRACTIONAL FLOW RESERVE GUIDEWIRE MARKET

- 14.1 INTRODUCTION
- 14.2 MARKET ANALYSIS AND FORECAST
- 14.3 MARKET DRIVERS AND LIMITERS
 - 14.3.1 Market Drivers
 - 14.3.2 Market Limiters
- 14.4 COMPETITIVE ANALYSIS
 - 14.4.1 Brands by Leading Competitors

CORONARY VASCULAR CLOSURE DEVICE MARKET

- 15.1 INTRODUCTION
 - 15.1.1 Invasive and Non-Invasive Devices
- 15.2 MARKET OVERVIEW
- 15.3 MARKET ANALYSIS AND FORECAST
 - 15.3.1 Total Coronary VCD Market

- 15.3.2 Total Coronary VCD Market by Access Site
- 15.3.3 Invasive Coronary VCD Market
- 15.3.4 Non-Invasive Coronary VCD Market
- 15.4 MARKET DRIVERS AND LIMITERS
 - 15.4.1 Market Drivers
 - 15.4.2 Market Limiters
- 15.5 COMPETITIVE ANALYSIS
 - 15.5.1 Brands by Leading Competitors

INTRAVASCULAR ULTRASOUND CATHETER MARKET

- 16.1 INTRODUCTION
 - 16.1.1 Pre-Stenting Applications
 - 16.1.2 Post-Stenting Applications
 - 16.1.3 IVUS Console Penetration
- 16.2 MARKET ANALYSIS AND FORECAST
- 16.3 PENETRATION RATE
- 16.4 MARKET DRIVERS AND LIMITERS
 - 16.4.1 Market Drivers
 - 16.4.2 Market Limiters
- 16.5 COMPETITIVE ANALYSIS
 - 16.5.1 Brands by Leading Competitors

OPTICAL COHERENCE TOMOGRAPHY CATHETER MARKET

- 17.1 INTRODUCTION
 - 17.1.1 OCT Applications
- 17.2 MARKET ANALYSIS AND FORECAST
- 17.3 PENETRATION RATE
- 17.4 MARKET DRIVERS AND LIMITERS
 - 17.4.1 Market Drivers
 - 17.4.2 Market Limiters
- 17.5 COMPETITIVE ANALYSIS
 - 17.5.1 Brands by Leading Competitors

VULNERABLE PLAQUE DEVICE MARKET

- 18.1 INTRODUCTION
 - 18.1.1 Vulnerable Plaque Screening Technologies

- 18.1.1.1 Intravascular Ultrasound (IVUS)
- 18.1.1.2 Optical Coherence Tomography (OCT)
- 18.1.1.3 Raman Spectroscopy
- 18.1.1.4 Near Infrared (NIR) Spectroscopy
- 18.1.1.5 Thermography
- 18.1.1.6 Intravascular Magnetic Resonance Imaging (IVMRI)
- 18.1.1.7 Computed Tomography (CT)
- 18.1.2 Potential Vulnerable Plaque Treatments
 - 18.1.2.1 Stents
 - 18.1.2.2 Pharmaceuticals
 - 18.1.2.3 Photodynamic Therapies
 - 18.1.2.4 Cryotherapy
- 18.2 TARGET POPULATION
- 18.3 MARKET ANALYSIS AND FORECAST
 - 18.3.1 Total Potential Market
 - 18.3.2 Potential Vulnerable Plaque Screening Market
 - 18.3.3 Potential Vulnerable Plaque Treatment Market
- 18.4 MARKET DRIVERS AND LIMITERS
 - 18.4.1 Market Drivers
 - 18.4.2 Market Limiters
- 18.5 COMPETITIVE ANALYSIS
 - 18.5.1 Past Companies and Technology

ABBREVIATIONS

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