

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 Hörgerate

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.

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ABBREVIATIONS

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