

European Markets for Hearing Devices

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Abstracts

The European hearing devices markets comprise hearing aids, cochlear implants, hearing aid batteries and audio testing devices. The hearing aid market is segmented into the wholesale and retail markets. The wholesale hearing aid market captures the sale of hearing aids produced by manufacturers and sold to the retail chain, while the retail hearing aid market captures the final sale of the hearing aid device to the enduser. Depending on the country, the retail market can consist of either a private retail market where hearing aids are dispensed solely through private retail chains, or a public healthcare system that controls the distribution of hearing aids to patients. The cochlear implant market captures the sale of devices to surgical centers, whereas the hearing aid battery market captures the sale of batteries to the retail chains or public clinics that dispense hearing aids.","Despite the high market potential for hearing aid devices, there is still a great deal of growth remaining to be seen, as the penetration rate of hearing aid users in Europe is only 19.7%. 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 European markets include Germany, France, the United Kingdom, Italy, Spain, the Netherlands, Belgium, Sweden, Denmark, Norway, Finland, Portugal, Austria and Switzerland.

Countries with high reimbursement rates for hearing aids typically have above average penetration rates for hearing aids.

The penetration rate of hearing aid usage varies considerably by country, as factors such as the cultural, political and economic contexts affect the degree to which hearing aids are adopted. For example, in 2012, Denmark had one of the highest penetration rates of hearing aid users in Europe at over 30%. Danish patients benefited from having some of the highest reimbursement rates and a growing private sector able to supply hearing aids to patients. In addition, three of the largest hearing aid manufacturers are



headquartered in Denmark, which has given them strong lobbying power to promote the use of hearing aids within their country. However, a high reimbursement rate may not always guarantee high penetration, as is evident in Finland. Although some patients receive hearing aids free-of-charge, these patients encounter longer waiting periods and a restricted choice of hearing aids, since these hearing aids are primarily dispensed through public university hospitals.



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