

Bone Anchored Hearing Aids Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global bone anchored hearing aids market size reached US\$ 272.2 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 434.3 Million by 2028, exhibiting a growth rate (CAGR) of 8.3% during 2023-2028.

A bone anchored hearing aid (BAHA) is a surgical, implantable device used to treat individuals with different types of hearing loss. It has a titanium screw anchored to the mastoid bone behind the ear, which is connected to a small detachable sound processor through an abutment that propagates sound directly to the inner ear, bypassing skin impedance and subcutaneous tissues. It provides better sound quality and greater comfort compared to conventional hearing devices. Compared to the BTE (behind-the-ear hearing aids), it does not cause skin irritation, requires less energy, reduces aural discharge, and is gaining traction worldwide among children and adults with single-sided deafness and conductive or mixed hearing loss.

As the risk of developing hearing impairment increases with age, the rising geriatric population represents one of the key factors bolstering the market growth. Moreover, the growing instances of hearing loss in pediatrics, along with the high risk of surgery, are escalating the demand for soft band BAHA that acts as a non-surgical solution for a limited period. Additionally, governing agencies of several countries are implementing rules and regulations that require neonates to be screened for hearing loss. This trend, along with the availability of better reimbursement coverage, is impacting the market growth positively. Apart from this, robotic platforms and surgical navigation systems are gaining popularity around the world to reduce BAHA surgical complications. The market

players are also introducing advanced products to expand their consumer base. For instance, MED-EL, a company that manufactures hearing implants, launched ADHEAR. This non-implanted BAHA device is suitable for all ages and provides effortless hearing and reliable listening.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global bone anchored hearing aids market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on raw material, hearing loss type and end user.

Breakup by Raw Material:

- Titanium Alloy
- Ceramics Composites
- Others

Breakup by Hearing Loss Type:

- Sensorineural Hearing Loss
- Conductive Hearing Loss
- Mixed Hearing Loss
- Single Sided Deafness

Breakup by End User:

- Pediatrics
- Adults
- Geriatrics

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India

South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Auditdata A/S, Cochlear Ltd., Demant A/S, GN Hearing A/S (GN Store Nord A/S), Natus Medical Incorporated, Sonova Holding AG, Starkey Hearing Technologies and Widex A/S.

Key Questions Answered in This Report:

How has the global bone anchored hearing aids market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global bone anchored hearing aids market?

What are the key regional markets?

What is the breakup of the market based on the raw material?

What is the breakup of the market based on the hearing loss type?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global bone anchored hearing aids market and who are the key players?

What is the degree of competition in the industry?

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