

# **United States White Canes Market Assessment, By Type [Standard, Folding, Telescopic, Electronic, Others], By End-user [Non-Profit Organizations, Non-Government Organizations, Government Agencies, Individuals, Others], By Distribution Channel [Online, Offline], By Region, Opportunities, and Forecast, 2016-2030F**

<https://marketpublishers.com/r/U962E4CAE621EN.html>

Date: March 2025

Pages: 127

Price: US\$ 3,300.00 (Single User License)

ID: U962E4CAE621EN

## **Abstracts**

The United States white canes market is expected to grow at an impressive growth rate of 7.1% compounded annually for the forecast period between 2023 and 2030. In 2022, the United States white canes market will be valued at USD 38.4 million in 2022, which is estimated to reach USD 66.5 million in 2030. White Canes caters to the needs of individuals with visual impairments and blindness, offering essential mobility aids for safe navigation and independence. Incidences of visual impairment and blindness are increasing in the country, generating requirements for mobility tools like white canes. With its substantial population of individuals affected by visual impairments, the United States has witnessed the steady growth of the white canes market. The United States white canes market is driven by a large population who faces vision disabilities due to growing age and untreated eye-related problems. As of now more than 7 million people in United States are living with visual acuity loss and more than 1 million of them are suffering from blindness.

United States white canes market is shaped by a large population, technological advancement, growing awareness for mobility tools and visual impairments, training and education and support from government agencies and departments. Social groups and non-government agencies are a critical source of distribution and generating awareness for white canes in the United States. With the integration of technology in simple white

canes , these sticks are transforming, making life and mobility easier for the user.

### Growing Visual-Impaired Population

United States has a significant population of visually impaired individuals due to various reasons like injuries, growing age and diabetic retinopathy. With an ageing population, there has been a notable increase in age-related visual impairments. Conditions such as macular degeneration, cataracts and glaucoma become more prevalent with advancing age. The number of adults aged 65 years and older with visual impairments (18%) is three times higher than the proportion of people under 65 (6%). As baby boomers age, the number of elderly persons with visual impairments is expected to rise dramatically over the next 30 years. In the United States, permanent vision loss affects 20% of adults over the age of 85, and it is estimated that vision loss and impairment are among the top 10 reasons that cause disability among the age group of people older than 18 years of age. The United States white canes market is being driven heavily because of a large population that is aging and has vision-related disability.

### Education and Training for White Canes

Blind and visually impaired people can travel freely and safely with the help of white cane, which enables them to lead full and independent lives. There are several training and educational programmes available to provide visually impaired people with the knowledge and abilities needed to use white canes confidently and efficiently. The training and assistance provided by rehabilitation facilities, educational institutions and organizations are crucial. These training and assistance institutions are major points of distributing and selling white canes in United States. Since 2008, the National Federation of the Blind has given away over 64,000 free white canes. Apart from the distribution and sales generation point of view, these centres are also huge consumers of white canes.

Leader Dogs for the Blind in Michigan is committed to preparing people with vision impairments to move safely and independently with a white cane or a guide dog. Their Orientation and Mobility (O&M) training programme uses a unique method to teaching how to utilise a white cane for mobility. It is also free for anyone with sight loss who wants to travel with more freedom and efficiency.

### Smart Canes and Technology Integration

United States white canes market is being transformed with the integration of technology in the white canes to help users navigate their surroundings better and enhance their safety. Technology integration enhances users' mobility and confidence whenever they walk out of their homes for routine tasks or go out in public spaces like parks or for walks. Technology is integrated into white canes to develop Position Locator Devices (PLDs), Electronic Travel Aids (ETAs) and Electronic Orientation Aids (EOAs). ETAs use sensors to capture sensory input for use in navigation. EOAs aid impaired people in navigation by providing orientation. PLDs employ the Global Positioning System (GPS) and other approaches to assist blind people in localization and tracking. These state-of-the-art technologies in the United States white canes market for increased immediate tactile information about the ground, drop-offs, direct physical interaction, and signaling effects with surroundings.

Engineers at the University of Colorado Boulder , United States, have created an AI-powered walking stick that can assist those with vision problems or who are blind in navigating daily tasks. The assistive technology adds functions to a traditional walking stick. The walking stick maps and details the world around it using a camera and computer vision technologies.

### Impact of COVID-19

The assistive technology market and, consequently, the United States white canes market have both been impacted by the COVID-19 pandemic. Lockdowns and other social isolation measures affected customer behavior of the blind and visually impaired population in the United States, as people with visual disability preferred to stay inside and maintain social distancing measures. Pandemic restrictions caused closures and then delays in reopening training centers, rehabilitation centers, and other organizations, which are key parts of the United States white canes market. However, the pandemic highlighted how crucial assistive technology is to preserving freedom, particularly for vulnerable people. Once normalcy returned in the United States, the market picked up its pace once again and started growing significantly, and technology came into play in white canes.

### Key Players Landscape and Outlook

The United States White Canes Market features several players that manufacture and cater to the needs of the blind and visually impaired population of the United States with white canes. Government agencies and NGOs are key in distributing and creating awareness for the white canes. The outlook for the United States white canes market

will be shaped by technological integration & advancements and customization options as per the customer needs. With the growing ages in the United States, the population of the visually impaired will increase and create opportunities for market players. Online sales channels will emerge as a medium of distribution and sales, but collaboration with NGOs and NPOs will still be the primary sales point. As the United States white canes market continues to evolve, new players may emerge, and existing players may introduce innovative products to meet the changing needs of users.

## Contents

### 1. RESEARCH METHODOLOGY

### 2. PROJECT SCOPE & DEFINITIONS

### 3. IMPACT OF COVID-19 ON UNITED STATES WHITE CANES MARKET

### 4. EXECUTIVE SUMMARY

### 5. VOICE OF CUSTOMER

5.1. Demographics (Age/Cohort Analysis – Baby Boomers and GenX, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

5.2. Market Awareness and Product Information

5.3. Brand Awareness and Loyalty

5.4. Factors Considered in Purchase Decision

5.4.1. Brand Name

5.4.2. Price

5.4.3. Quality

5.4.4. Material and Weight

5.4.5. Length

5.4.6. Technology Integration

5.5. Purpose of Purchase (Personal Use, Gifting)

5.6. Frequency of Purchase

5.7. Medium of Purchase

5.8. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

### 6. UNITED STATES WHITE CANES MARKET OUTLOOK, 2023-2030

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Type

6.2.1. Standard

6.2.2. Folding

6.2.3. Telescopic

6.2.4. Electronic

6.2.5. Others

### 6.3. End-user

- 6.3.1. Non-Profit Organizations
- 6.3.2. Non-Government Organizations
- 6.3.3. Government Agencies
- 6.3.4. Individuals
- 6.3.5. Others

### 6.4. Distribution Channel

- 6.4.1. Online
- 6.4.2. Offline
  - 6.4.2.1. Medical Stores
  - 6.4.2.2. Wholesale Channels
  - 6.4.2.3. Dealers/Distributors
  - 6.4.2.4. Others

### 6.5. By Region

- 6.5.1. Northeast
- 6.5.2. Southwest
- 6.5.3. West
- 6.5.4. Southeast
- 6.5.5. Midwest

### 6.6. By Company Market Share (%), 2022

## **7. MARKET MAPPING, 2022**

### 7.1. By Type

### 7.2. By End-user

### 7.3. By Distribution Channel

### 7.4. By Region

## **8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE**

### 8.1. Supply Demand Analysis

### 8.2. Import Export Analysis

### 8.3. Value Chain Analysis

### 8.4. PESTEL Analysis

- 8.4.1. Political Factors
- 8.4.2. Economic System
- 8.4.3. Social Implications
- 8.4.4. Technological Advancements
- 8.4.5. Environmental Impacts

- 8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)
- 8.5. Porter's Five Forces Analysis
  - 8.5.1. Supplier Power
  - 8.5.2. Buyer Power
  - 8.5.3. Substitution Threat
  - 8.5.4. Threat from New Entrant
  - 8.5.5. Competitive Rivalry

## **9. MARKET DYNAMICS**

- 9.1. Growth Drivers
- 9.2. Growth Inhibitors (Challenges and Restraints)

## **10. KEY PLAYERS LANDSCAPE**

- 10.1. Competition Matrix of Top Five Market Leaders
- 10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
- 10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)
- 10.4. SWOT Analysis (For Five Market Players)
- 10.5. Patent Analysis (If Applicable)

## **11. PRICING ANALYSIS**

## **12. CASE STUDIES**

## **13. KEY PLAYERS OUTLOOK**

- 13.1. The Carroll Center for the Blind
  - 13.1.1. Company Details
  - 13.1.2. Key Management Personnel
  - 13.1.3. Products & Services
  - 13.1.4. Financials (As reported)
  - 13.1.5. Key Market Focus & Geographical Presence
  - 13.1.6. Recent Developments
- 13.2. MarvelSoft Enterprises, Inc.
- 13.3. Maxi-Aids, Inc.
- 13.4. GF Health Products, Inc.
- 13.5. Drive DeVilbiss Healthcare
- 13.6. Alex Orthopedic Inc

13.7. Safe Toddles Inc.

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

## I would like to order

Product name: United States White Canes Market Assessment, By Type [Standard, Folding, Telescopic, Electronic, Others], By End-user [Non-Profit Organizations, Non-Government Organizations, Government Agencies, Individuals, Others], By Distribution Channel [Online, Offline], By Region, Opportunities, and Forecast, 2016-2030F

Product link: <https://marketpublishers.com/r/U962E4CAE621EN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U962E4CAE621EN.html>