

Global Hearing Aids Market

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Abstracts

Global Hearing Aids Market Overview:

The hearing aids market accounted for \$4,997 million in 2017 and is expected to reach \$8,021 million by 2025, registering a CAGR of 6.0% from 2018 to 2025.

Hearing aids are sound-amplifying devices that are designed to help people suffering from hearing disorders. Most hearing aids are made of several electronic components such as a microphone, amplifier circuitry, a miniature loudspeaker (receiver), and batteries. In some hearing aids, earmolds or earpieces are used to enhance sound quality and direct the flow of sound into the ear. The use of hearing aids differs based on type and severity of hearing loss, listening needs, and changing lifestyle.

Technological advancements in hearing aids and rise in binaural fitting rate drive the hearing aids market. In addition, the high prevalence of hearing loss and the increase in geriatric population are also projected to supplement the market growth. However, the cost restraints associated with hearing aids coupled with the lack of awareness regarding the availability of advanced hearing aids are projected to hamper the growth of the hearing aids market.

Based on products, the hearing aids market is categorized into receiver-in-the-ear (RITE) hearing aid, behind-the-ear (BTE) hearing aid, canal hearing aid, in-the-ear (ITE) hearing aid, and other hearing aid devices. Based on technology, the market is bifurcated into digital hearing aid and analog hearing aid. Based on age group, the market is divided into 0-17 years, 18-44 years, 45-64 years, and 65 years & above. Based on type of hearing loss, the market is bifurcated into sensorineural hearing loss and conductive hearing loss. Based on geography, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.



Market Dynamics

Drivers

High Prevalence of Hearing Loss

Technological Advancements in Hearing Aids

Increase in geriatric population

Rise in binaural fitting rate

Restraints

High cost of hearing aids

Low awareness regarding the availability of advanced hearing aids

Market Players

The major players operating in the global hearing aids market include GN Store Nord A/S, Sonova, IntriCon Corporation, American Hearing Aids, Amplifon, Sivantos Pte. Ltd., Cochlear Ltd., MED-EL, Starkey, and William Demant Holding A/S.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Product

Behind-The-Ear (BTE) Hearing Aid

Receiver-In-The-Ear (RITE) Hearing Aid

Canal Hearing Aid

In-The-Ear (ITE) Hearing Aid



Other Hearing Aid Devices

By Technology

Digital Hearing Aid

Analog Hearing Aid

By Type of Hearing Loss

Sensorineural Hearing Loss

Conductive Hearing Loss

By Age Group

0-17 years

18-44 years

45-64 years

65 years & above

By Region

North America

U.S.

Canada

Mexico



Europe Germany France UK Italy Spain Rest of Europe Asia-Pacific Japan China India Australia South Korea Rest of Asia-Pacific LAMEA Brazil South Africa Saudi Arabia Rest of LAMEA



Contents

SECTION 1 EXECUTIVE SUMMARY

- 1.1. KEY FINDINGS
- 1.2. MARKET ATTRACTIVENESS AND TREND ANALYSIS
- 1.3. COMPETITIVE LANDSCAPE AND RECENT INDUSTRY DEVELOPMENT ANALYSIS

SECTION 2 INTRODUCTION

- 2.1. REPORT DESCRIPTION
- 2.2. SCOPE AND DEFINITIONS
- 2.3. RESEARCH METHODOLOGY

SECTION 3 MARKET LANDSCAPE

- 3.1. GROWTH DRIVERS
 - 3.1.1. Impact Analysis
- 3.2. RESTRAINS AND CHALLENGES
 - 3.2.1. Impact Analysis
- 3.3. PORTERS ANALYSIS
- 3.3.1. Bargaining power of buyers
- 3.3.2. Bargaining power of suppliers
- 3.3.3. Threat of substitutes
- 3.3.4. Industry rivalry
- 3.3.5. Threat of new entrants
- 3.4. GLOBAL HEARING AIDS TECHNOLOGIES MARKET SHARES ANALYSIS, 2014-2025
 - 3.4.1. Global hearing aids technologies market share by product, 2014-2025
- 3.4.2. Global hearing aids technologies market share by technology, 2014-2025
- 3.4.3. Global hearing aids technologies market share by hearing loss, 2014-2025
- 3.4.4. Global hearing aids technologies market share by age group, 2014-2025
- 3.4.5. Global hearing aids technologies market share by distribution channels, 2014-2025
 - 3.4.6. Global hearing aids technologies market share by geography, 2014-2025

SECTION 4 HEARING AIDS MARKET BY PRODUCT



- 4.1. RECEIVER-IN-THE-EAR (RITE) HEARING AIDS
 - 4.1.1. Historical Market Size by Region, 2014-2016
 - 4.1.2. Market Forecast by Region, 2017-2025
- 4.2. BEHIND-THE-EAR (BTE) HEARING AIDS
- 4.2.1. Historical Market Size by Region, 2014-2016
- 4.2.2. Market Forecast by Region, 2017-2025
- 4.3. CANAL HEARING AIDS
 - 4.3.1. Historical Market Size by Region, 2014-2016
 - 4.3.2. Market Forecast by Region, 2017-2025
- 4.4. IN-THE-EAR (ITE) HEARING AIDS
 - 4.4.1. Historical Market Size by Region, 2014-2016
 - 4.4.2. Market Forecast by Region, 2017-2025
- 4.5. OTHER HEARING AID DEVICES
- 4.5.1. Historical Market Size by Region, 2014-2016
- 4.5.2. Market Forecast by Region, 2017-2025

SECTION 5 HEARING AIDS MARKET BY TECHNOLOGY

- 5.1. DIGITAL HEARING AID
 - 5.1.1. Historical Market Size by Region, 2014-2016
 - 5.1.2. Market Forecast by Region, 2017-2025
- 5.2. ANALOG HEARING AID
 - 5.2.1. Historical Market Size by Region, 2014-2016
 - 5.2.2. Market Forecast by Region, 2017-2025

SECTION 6 HEARING AIDS MARKET BY HEARING LOSS

- 6.1. SENSORINEURAL HEARING LOSS
 - 6.1.1. Historical Market Size by Region, 2014-2016
 - 6.1.2. Market Forecast by Region, 2017-2025
- 6.2. CONDUCTIVE HEARING LOSS
 - 6.2.1. Historical Market Size by Region, 2014-2016
 - 6.2.2. Market Forecast by Region, 2017-2025

SECTION 7 HEARING AIDS MARKET BY AGE GROUP

- 7.1. 0-17 YEARS
 - 7.1.1. Historical Market Size by Region, 2014-2016
 - 7.1.2. Market Forecast by Region, 2017-2025



7.2. 18-44 YEARS

- 7.2.1. Historical Market Size by Region, 2014-2016
- 7.2.2. Market Forecast by Region, 2017-2025

7.3. 45-64 YEARS

- 7.3.1. Historical Market Size by Region, 2014-2016
- 7.3.2. Market Forecast by Region, 2017-2025

7.4. 65 YEARS ABOVE

- 7.4.1. Historical Market Size by Region, 2014-2016
- 7.4.2. Market Forecast by Region, 2017-2025

SECTION 8 HEARING AIDS MARKET BY GEOGRAPHY

8.1. NORTH AMERICA

- 8.1.1. U.S.
 - 8.1.1.1. Historical Market Size, 2014-2016
 - 8.1.1.2. Market Forecast, 2017-2025
- 8.1.2. Canada
 - 8.1.2.1. Historical Market Size, 2014-2016
- 8.1.2.2. Market Forecast, 2017-2025
- 8.1.3. Mexico
 - 8.1.3.1. Historical Market Size, 2014-2016
 - 8.1.3.2. Market Forecast, 2017-2025

8.2. EUROPE

- 8.2.1. UK
 - 8.2.1.1. Historical Market Size, 2014-2016
 - 8.2.1.2. Market Forecast, 2017-2025
- 8.2.2. France
 - 8.2.2.1. Historical Market Size, 2014-2016
 - 8.2.2.2. Market Forecast, 2017-2025
- 8.2.3. Spain
 - 8.2.3.1. Historical Market Size, 2014-2016
 - 8.2.3.2. Market Forecast, 2017-2025
- 8.2.4. Italy
 - 8.2.4.1. Historical Market Size, 2014-2016
 - 8.2.4.2. Market Forecast, 2017-2025
- 8.2.5. Rest of Europe
 - 8.2.5.1. Historical Market Size, 2014-2016
 - 8.2.5.2. Market Forecast, 2017-2025
- 8.3. ASIA-PACIFIC



- 8.3.1. Japan
 - 8.3.1.1. Historical Market Size, 2014-2016
 - 8.3.1.2. Market Forecast, 2017-2025
- 8.3.2. China
 - 8.3.2.1. Historical Market Size, 2014-2016
- 8.3.2.2. Market Forecast, 2017-2025
- 8.3.3. India
 - 8.3.3.1. Historical Market Size, 2014-2016
 - 8.3.3.2. Market Forecast, 2017-2025
- 8.3.4. Australia
 - 8.3.4.1. Historical Market Size, 2014-2016
 - 8.3.4.2. Market Forecast, 2017-2025
- 8.3.5. South Korea
 - 8.3.5.1. Historical Market Size, 2014-2016
 - 8.3.5.2. Market Forecast, 2017-2025
- 8.3.6. Rest of Asia-Pacific
 - 8.3.6.1. Historical Market Size, 2014-2016
 - 8.3.6.2. Market Forecast, 2017-2025
- 8.4. LAMEA
 - 8.4.1. Brazil
 - 8.4.1.1. Historical Market Size, 2014-2016
 - 8.4.1.2. Market Forecast, 2017-2025
 - 8.4.2. Saudi Arabia
 - 8.4.2.1. Historical Market Size, 2014-2016
 - 8.4.2.2. Market Forecast, 2017-2025
 - 8.4.3. South Africa
 - 8.4.3.1. Historical Market Size, 2014-2016
 - 8.4.3.2. Market Forecast, 2017-2025
 - 8.4.4. Rest of LAMEA
 - 8.4.4.1. Historical Market Size, 2014-2016
 - 8.4.4.2. Market Forecast, 2017-2025

SECTION 9 COMPANY PROFILES

- 9.1. GN STORE NORD AS
 - 9.1.1. Overview
 - 9.1.2. Financials and business segments
 - 9.1.3. Recent Developments
- 9.2. SONOVA



- 9.2.1. Overview
- 9.2.2. Financials and business segments
- 9.2.3. Recent Developments
- 9.3. INTRICON CORPORATION
 - 9.3.1. Overview
 - 9.3.2. Financials and business segments
 - 9.3.3. Recent Developments
- 9.4. AMERICAN HEARING AIDS
 - 9.4.1. Overview
 - 9.4.2. Financials and business segments
 - 9.4.3. Recent Developments
- 9.5. AMPLIFON
 - 9.5.1. Overview
 - 9.5.2. Financials and business segments
 - 9.5.3. Recent Developments
- 9.6. SIVANTOS PTE. LTD.
 - 9.6.1. Overview
 - 9.6.2. Financials and business segments
 - 9.6.3. Recent Developments
- 9.7. COCHLEAR LTD.
 - 9.7.1. Overview
 - 9.7.2. Financials and business segments
 - 9.7.3. Recent Developments
- 9.8. MED-EL
 - 9.8.1. Overview
 - 9.8.2. Financials and business segments
 - 9.8.3. Recent Developments
- 9.9. STARKEY
 - 9.9.1. Overview
 - 9.9.2. Financials and business segments
 - 9.9.3. Recent Developments
- 9.9. WILLIAM DEMANT HOLDING AS
 - 9.9.1. Overview
 - 9.9.2. Financials and business segments
 - 9.9.3. Recent Developments



List Of Tables

LIST OF TABLES

TABLE 1. HEARING AIDS MARKET VALUE FOR PRODUCT, BY REGION, 2017-2025, \$MILLION

TABLE 2. HEARING AIDS MARKET VALUE FOR TECHNOLOGY, BY REGION, 2017-2025, \$MILLION

TABLE 3. HEARING AIDS MARKET VALUE FOR HEARING LOSS, BY REGION, 2017-2025, \$MILLION

TABLE 4. HEARING AIDS MARKET VALUE FOR AGE GROUP, BY REGION, 2017-2025, \$MILLION

TABLE 5. HEARING AIDS MARKET VALUE FOR NORTH AMERICA, BY COUNTRY, 2014-2025, \$MILLION

TABLE 6. HEARING AIDS MARKET VALUE FOR NORTH AMERICA, BY PRODUCT, 2014-2025, \$MILLION

TABLE 7. HEARING AIDS MARKET VALUE FOR NORTH AMERICA, BY TECHNOLOGY, 2014-2025, \$MILLION

TABLE 8. HEARING AIDS MARKET VALUE FOR NORTH AMERICA, BY HEARING LOSS, 2014-2025, \$MILLION

TABLE 9. HEARING AIDS MARKET VALUE FOR NORTH AMERICA, BY AGE GROUP, 2014-2025, \$MILLION

TABLE 10. HEARING AIDS MARKET VALUE FOR EUROPE, BY COUNTRY, 2014-2025. \$MILLION

TABLE 11. HEARING AIDS MARKET VALUE FOR EUROPE, BY PRODUCT, 2014-2025, \$MILLION

TABLE 12. HEARING AIDS MARKET VALUE FOR EUROPE, BY TECHNOLOGY, 2014-2025, \$MILLION

TABLE 13. HEARING AIDS MARKET VALUE FOR EUROPE, BY HEARING LOSS, 2014-2025, \$MILLION

TABLE 14. HEARING AIDS MARKET VALUE FOR EUROPE, BY AGE GROUP, 2014-2025, \$MILLION

TABLE 15. HEARING AIDS MARKET VALUE FOR ASIA-PACIFIC, BY COUNTRY, 2014-2025, \$MILLION

TABLE 16. HEARING AIDS MARKET VALUE FOR ASIA-PACIFIC, BY PRODUCT, 2014-2025, \$MILLION

TABLE 17. HEARING AIDS MARKET VALUE FOR ASIA-PACIFIC, BY TECHNOLOGY, 2014-2025, \$MILLION

TABLE 18. HEARING AIDS MARKET VALUE FOR ASIA-PACIFIC, BY HEARING



LOSS, 2014-2025, \$MILLION

TABLE 19. HEARING AIDS MARKET VALUE FOR ASIA-PACIFIC, BY AGE GROUP, 2014-2025, \$MILLION

TABLE 20. HEARING AIDS MARKET VALUE FOR LAMEA, BY COUNTRY,

2014-2025, \$MILLION

TABLE 21. HEARING AIDS MARKET VALUE FOR LAMEA, BY PRODUCT,

2014-2025, \$MILLION

TABLE 22. HEARING AIDS MARKET VALUE FOR LAMEA, BY TECHNOLOGY,

2014-2025. \$MILLION

TABLE 23. HEARING AIDS MARKET VALUE FOR LAMEA, BY HEARING LOSS,

2014-2025, \$MILLION

TABLE 24. HEARING AIDS MARKET VALUE FOR LAMEA, BY AGE GROUP,

2014-2025, \$MILLION

TABLE 25. GN STORE NORD AS - COMPANY SNAPSHOT

TABLE 26. SONOVA - COMPANY SNAPSHOT

TABLE 27. INTRICON CORPORATION - COMPANY SNAPSHOT

TABLE 28. AMERICAN HEARING AIDS - COMPANY SNAPSHOT

TABLE 29. AMPLIFON - COMPANY SNAPSHOT

TABLE 30. SIVANTOS PTE. LTD. - COMPANY SNAPSHOT

TABLE 31. COCHLEAR LTD. - COMPANY SNAPSHOT

TABLE 32. MED-EL - COMPANY SNAPSHOT

TABLE 33. STARKEY - COMPANY SNAPSHOT

TABLE 34. WILLIAM DEMANT HOLDING AS - COMPANY SNAPSHOT



List Of Figures

LIST OF FIGURES

FIGURE 1. HEARING AIDS: NORTH AMERICA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 2. HEARING AIDS: U.S. MARKET VALUE, 2014-2016, \$MILLION

FIGURE 3. HEARING AIDS: CANADA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 4. HEARING AIDS: MEXICO MARKET VALUE, 2014-2016, \$MILLION

FIGURE 5. HEARING AIDS: EUROPE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 6. HEARING AIDS: UK MARKET VALUE, 2014-2016, \$MILLION

FIGURE 7. HEARING AIDS: FRANCE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 8. HEARING AIDS: SPAIN MARKET VALUE, 2014-2016, \$MILLION

FIGURE 9. HEARING AIDS: ITALY MARKET VALUE, 2014-2016, \$MILLION

FIGURE 10. HEARING AIDS: REST OF EUROPE MARKET VALUE, 2014-2016, \$MILLION

FIGURE 11. HEARING AIDS: ASIA-PACIFIC MARKET VALUE, 2014-2016, \$MILLION

FIGURE 12. HEARING AIDS: JAPAN MARKET VALUE, 2014-2016, \$MILLION

FIGURE 13. HEARING AIDS: CHINA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 14. HEARING AIDS: INDIA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 15. HEARING AIDS: AUSTRALIA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 16. HEARING AIDS: SOUTH KOREA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 17. HEARING AIDS: REST OF ASIA-PACIFIC MARKET VALUE, 2014-2016, \$MILLION

FIGURE 18. HEARING AIDS: LAMEA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 19. HEARING AIDS: BRAZIL MARKET VALUE, 2014-2016, \$MILLION

FIGURE 20. HEARING AIDS: SAUDI ARABIA MARKET VALUE, 2014-2016, \$MILLION

FIGURE 21. HEARING AIDS: SOUTH AFRICA MARKET VALUE, 2014-2016,

\$MILLION

FIGURE 22. HEARING AIDS: REST OF LAMEA MARKET VALUE, 2014-2016, \$MILLION



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