

# **Egypt Hearing Aid Devices Market, By Type (Hearing Aids and Hearing Implants), By Type of Hearing Loss (Sensorineural and Conductive), By Product Type (Wired and Wireless), By Technology Type (Digital and Analog), By Patient Type (Adult and Pediatric), By Distribution Channel (Online and Offline), By Region, Competition Forecast & Opportunities, 2028F**

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## **Abstracts**

Egypt Hearing-Aid Devices Market is expected to grow at an impressive rate during the forecast period 2024-2028. The major factors include increasing cases of ear-problems among people and technical advancement in hearing-aid and devices, along with rise in government's support regarding cost efficiency and subsidies in hearing-aid devices.

According to WHO (World Health Organization) report, in 2021, one in 5 people worldwide had hearing impairment. Hearing impairment is a very common health problem across the world. Hearing aid devices are sold through various channels in Egypt, including hearing aid centers, hospitals, clinics, and pharmacies. These devices can also be purchased online through e-commerce websites.

Hearing-aid devices are designed to assist individuals with hearing loss. These devices amplify sounds and help people with hearing loss, hear better. Hearing loss can occur due to age, noise exposure, certain medical conditions, or genetic factors. Hearing loss can make communication difficult and impact an individual's quality of life. Hearing-aid devices come in various shapes and sizes and use different technologies to amplify sound. The most common type of hearing aid is the behind-the-ear (BTE) hearing aid. BTE hearing aids consist of a small case that sits behind the ear, connected to a mold or earpiece that fits inside the ear canal. These devices are easy to handle and maintain

and can provide significant amplification for affected people. Another type of hearing aid is the in-the-ear (ITE) hearing aid, which fits entirely inside the ear canal. These devices are often custom-made to fit the user's ear and are less visible than BTE hearing aids. However, ITE hearing aids may not be suitable for people with severe hearing loss, as it may not provide enough amplification. The selection of a hearing aid depends on the individual's hearing loss and lifestyle needs. It is important to note that hearing aids should be fitted and programmed by a licensed audiologist to ensure optimal performance. Regular maintenance and cleaning are also essential to keep the hearing aids functioning correctly.

Moreover, some insurance companies in Egypt cover the cost of hearing aids for their clients, while some government hospitals and clinics provide hearing aids to patients for free or at a subsidized price, thus creating more demand in the Egypt hearing aid devices market. Also, hearing aids are only effective if they are properly fitted and adjusted by a qualified audiologist or hearing aid specialist. There are many audiologists and hearing aid specialists who can provide professional hearing aid fitting and adjustment services to ensure optimal performance and satisfaction.

### Rising Geriatric Population

As the geriatric population in Egypt continues to grow, there remains a corresponding increase in demand for hearing aid devices. The elderly population is more prone to hearing loss due to age-related changes in the ear, and as a result, they require more assistance with hearing than younger individuals. According to a study conducted by the World Health Organization (WHO), the prevalence of disabling hearing loss in adults aged 65 years and older in Egypt is around 41%. This is significantly higher than the global average of 14%. The study also found that the prevalence of disabling hearing loss increases with age, with almost 60% of adults aged 80 years and older experiencing disabling hearing loss. The rise in demand for hearing aid devices among the geriatric population can be attributed to several factors such as hearing loss being a common condition among the elderly, and it often goes unnoticed or untreated. Furthermore, many elderly individuals seek hearing aids to improve their quality of life and stay connected with their family. This, in turn, increases the demand for the hearing aid-devices market.

### Technological Advancements In Hearing Aid-Devices

Technological advancements in hearing aid devices are causing a rise in demand for hearing aids in Egypt. Modern hearing aids have evolved significantly in recent years,

making them more effective, comfortable, and user-friendly. Technical advancement in hearing aid technology such as digital signal processing (DSP), allows for better sound quality and noise reduction. DSP technology allows for the filtering of unwanted background noise and amplification of speech, making it easier for the wearer to understand conversations in noisy environments. Another technological advancement is wireless connectivity, which enables hearing aids to connect to other devices, such as smartphones and televisions. Along with this feature, hearing aid users can use/lead audio directly to their hearing aids, providing a more immersive listening experience. Wireless hearing aids are more preferred in current times. Wireless hearing aids allow users to connect their hearing aids to other devices, such as smartphones, televisions, and computers, using Bluetooth Technology. Wireless hearing aids also allow for remote programming and adjustments, providing users with greater flexibility and convenience.

Moreover, the size and design of hearing aids have improved significantly with advancements in miniaturization and 3D printing, making it easier and safe to use often. Modern hearing aids are small, discreet, and come in various colors and styles, making them more aesthetically pleasing and comfortable to wear. Furthermore, the availability of affordable hearing aid devices is another factor contributing to the rise in demand. As the rise in competition among hearing aid manufacturers increases, prices have become more affordable, making hearing aids accessible to a wider population.

### Rising Prevalence Of Ear-Problems Among The Population

The rising prevalence of ear problems among the population in Egypt is contributing to the increase in demand for hearing aid devices. Ear problems, such as infections, trauma, and noise-induced hearing loss, can cause permanent damage to the inner ear, resulting in hearing loss. As the incidence of ear problems continues to rise, there is a corresponding increase in the number of individuals requiring hearing aid devices to improve their quality of life. Hearing aids can help individuals with hearing loss to communicate more effectively, remain socially active, and enjoy a better quality of life.

Factors that causes hearing loss in Egypt includes noise-induced hearing loss, which is often caused by exposure to loud noises over a long period. The increasing prevalence of noise pollution in urban areas, including traffic noise and construction noise, is contributing to the rise in noise-induced hearing loss. Furthermore, ear infections, such as otitis media, are a common condition among the children in Egypt. Repeated episodes of ear infections can damage the eardrum and lead to hearing loss. As a result, many children with hearing loss require hearing aid devices to improve their

hearing and speech development.

### Increasing Awareness Among the Population

There is a growing awareness on the benefits of hearing aids among the population in Egypt. This has led to more individuals seeking treatment for their hearing loss and investing in hearing aids to improve their quality of life. The increased accessibility of hearing aids has also contributed to the growth of the industry. With more hearing aid centers and clinics opening in Egypt, hearing aids are becoming more accessible to a wider population. Additionally, the Egyptian government has taken steps to support the hearing aid devices industry, such as providing subsidies for hearing aids and improving healthcare infrastructure to increase access to hearing healthcare services.

### Market Segmentation

The Egypt Hearing-Aid Devices Market can be segmented by type, type of hearing loss, product type, technology type, patient type, distribution channel and region. Based on type, the market is segmented into hearing aids and hearing implants. Based on the type of hearing loss, the market is segmented into sensorineural and conductive. Based on the product type, the market is segmented into wired and wireless. Depending on technology type, the market is fragmented into digital and analog. Based on the patient type, the market is further divided among adults and pediatrics. Depending on the distribution channel, the market is segmented among online and offline.

### Market Players

WIDEX, Starkey Hearing Technologies, Amplifon Middle East, Siemens, Phonak, Oticon, and ReSound, etc. are some of the leading companies operating in the market.

### Report Scope:

In this report, Egypt Hearing-Aid Devices market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Egypt Hearing-Aid Devices Market, By Type

Hearing Aids

Hearing Implants

## Egypt Hearing-Aid Devices Market, By Type of Hearing Loss

Sensorineural

Conductive

## Egypt Hearing-Aid Devices Market, Product Type

Wired

Wireless

## Egypt Hearing-Aid Devices Market, Technology Type

Digital

Analog

## Egypt Hearing-Aid Devices Market, Patient Type

Adult

Pediatric

## Egypt Hearing-Aid Devices Market, Distribution Channel

Online

Offline

## Egypt Hearing-Aid Devices Market, By Region:

Alexandria

Suze Canal

Asyut Region

Delta

Greater Cairo & Upper North Region

South Upper Region

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Egypt Hearing-Aid Devices Market, 2028.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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