

Middle East & Africa Hearing Aids Market Forecast to 2030 - Regional Analysis - by Type (Prescription Hearing Aids and OTC Hearing Aids), Product Type (Hearing Aid Devices and Hearing Implants), Technology (Conventional Hearing Aids and Digital Hearing Aids), Type Of Hearing Loss (Sensorineural Hearing Loss and Conductive Hearing Loss), Patient Type (Adults and Pediatric), and Distribution Channel (Pharmacies, Retail Stores, and Online)

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Abstracts

The Middle East & Africa hearing aids market was valued at US\$ 1,000.59 million in 2022 and is expected to reach US\$ 1,314.39 million by 2030; it is estimated to register a CAGR of 3.5% from 2022 to 2030.

Technological Innovations in Hearing Aids Fuel the Middle East & Africa Hearing Aids Market

Over the last ten years, hearing aids have been transformed entirely. These once-basic hearing aids have become multifunctional medical instruments and are projected to evolve further. These latest devices in the market are moving from a basic to a complex digital assistant. They are capable of carrying out tasks beyond only correcting hearing and offering services far beyond their reach. Integrating artificial intelligence (AI) and machine learning in hearing devices is becoming a popular trend in the market. The advent of AI is leading to the development of in-built smart services for patients, such as adaptive sound and active noise cancellation. New technology, such as machine learning, multimodal signal processing, and mobile health technology, is expected to

improve speech enhancement, individual fitting, and communication training, thus offering better support for all hearing-impaired patients, including older patients with disabilities or declining cognitive skills. Manufacturers of both OTC and prescription hearing aids are working toward manufacturing hearing aids that are virtually invisible and include capabilities such as Bluetooth streaming, rechargeable batteries, directional microphones, and background noise reduction. As per a 2022 survey titled "Hearing Aid Benefit and Satisfaction Results from the MarkeTrak, technological advancements in hearing aids, including rechargeable batteries, noise-canceling AI, and wireless connectivity, are becoming increasingly widespread. Modern hearing technology has also updated the way hearing care is provided. In the past, wearers would often live with uncalibrated and outdated technology. Now, hearing technology providers such as Widex provide digitally supported care. Virtual consultations, predictive data analytics, and automated calibration help offer the wearers a significantly improved experience. Thus, all the factors above are anticipated to drive the hearing aids market growth.

Middle East & Africa Hearing Aids Market Overview

The increasing number of awareness programs by private and government organizations represents a lucrative opportunity for the hearing aids market in Saudi Arabia. In October 2023, King Abdulaziz University (KAU) organized the "Adrakt" campaign-represented by the ear, nose, and throat department at the faculty of medicine-in cooperation with the cochlear implants and hearing aids at KAU hospital. The campaign aims to raise awareness of hearing impairment and the use of cochlear implants during childhood, contributing to raised hearing screenings for newborns and enhancing the quality of life for people who have lost their hearing ability. A study published online in the December 2021 edition of the International Journal of Audiology illustrates that 10% of children in Saudi Arabia diagnosed with sensorineural hearing loss (SNHL) were subsequently diagnosed with auditory neuropathy spectrum disorder (ANSD). Thus, the demand for hearing aids is increasing in both children and elderly populations in Saudi Arabia.

Middle East & Africa Hearing Aids Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Hearing Aids Market Segmentation

The Middle East & Africa hearing aids market is segmented based on type, product type, technology, type of hearing loss, patient type, distribution channel, and country. Based on type, the Middle East & Africa hearing aids market is bifurcated into prescription hearing aids and OTC hearing aids. The prescription hearing aids segment

held a larger market share in 2022.

In terms of product type, the Middle East & Africa hearing aids market is bifurcated into hearing aid devices and hearing implants. The hearing aid devices segment held a larger market share in 2022. Furthermore, the hearing aid devices segment is subsegmented into behind-the-ear (BTE) hearing aid, in-the-ear (ITE) hearing aid, receiver-in-the-ear (RITE) hearing aid, canal hearing aid, and others. Additionally, the hearing implants segment is bifurcated into cochlear implants and bone conduction implants.

By technology, the Middle East & Africa hearing aids market is bifurcated into conventional hearing aids and digital hearing aids. The conventional hearing aids segment held a larger market share in 2022.

Based on type of hearing loss, the Middle East & Africa hearing aids market is bifurcated into sensorineural hearing loss and conductive hearing loss. The sensorineural hearing loss segment held a larger market share in 2022.

Based on patient type, the Middle East & Africa hearing aids market is bifurcated into adults and pediatric. The adults segment held a larger market share in 2022.

Based on distribution channel, the Middle East & Africa hearing aids market is segmented into pharmacies, retail stores, and online. The pharmacies segment held the largest market share in 2022.

Based on country, the Middle East & Africa hearing aids market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa hearing aids market share in 2022.

Starkey Laboratories Inc., Audina Hearing Instruments Inc, GN Store Nord AS, Cochlear Ltd, Sonova Holding AG, and Sonic Innovations Inc are some of the leading companies operating in the Middle East & Africa hearing aids market.

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