

Global Hearing Aid Market (Devices & Cochlear Implants): Industry Analysis & Outlook (2016-2020)

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Abstracts

Hearing aid market is an emerging healthcare market due to introduction of various innovations and dynamics. Hearing aid helps the people to increase their hearing capability who are suffering from loss of hearing. The hearing aids are sold through multiple channels such as company-owned stores, hearing aid clinics, big box retailers, and through government agencies. The global hearing aid market is segmented into hearing aid, implants and diagnostics.

The competition in the hearing market is quite high and the probable entry of new players will make it more competitive. New technologies are providing more flexible and convenient options in the hearing aid category. Digital hearing aid technology offers benefits such as high efficiency, Wi-Fi, Bluetooth connectivity to help the user have a better quality of life.

The key factors driving the growth of hearing aid market are global diabetic population, global ageing population, increasing healthcare expenditure, increase in chronic kidney diseases and increased use of headphones. Some of the noteworthy trends and developments of this industry are growth in cochlear implant segment, development of wireless hearing aid and next generation rechargeable hearing aid. However, the expansion of hearing aid market is hindered by low average selling price and threat from new entrants.

The report “Global Hearing Aid Market (Devices & Cochlear Implants) – Industry Analysis & Outlook (2016-2020)” provides an in-depth analysis of the global market along with markets of the US and Europe. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The industry comprises few large players such as Sonova, William Demant and GN Re Sound. All

these companies have been profiled in the present report highlighting their key financials and business strategies for growth.?

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