

Global Hearing Aid Market Report: 2014 Edition

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Abstracts

People are said to suffer from hearing loss when they have diminished sensitivity to the sounds that are normally heard by others. In speech frequencies, certain people have relative insensitivity to sound. Such situation is termed as hearing impairment. The increase in volume above the usual sound levels necessary before the listeners can detect it determines the severity of hearing loss. There are three types of hearing loss: Conductive, Sensorineural and Mixed hearing loss. The hearing losses according to the severity are classified into four types: Mild, Moderate, Severe and Profound hearing loss.

The global hearing aid market has a unique mix of dynamism and moderate growth at the same time. The market is dynamic in terms of technological development and innovation while at the same time, it suffers from weaker growth. On the up side, the market is supported by full and/or partial reimbursement programs in most of the developed world, rising proportion of elderly population (especially across the OECD), increasing expenditure on healthcare on a global scale and rising prevalence of hearing loss. On the down side, rising out-of-pocket hearing aid expenditure, price pressure and lower social acceptance remain the chief challenges for the market. However, cochlear implants and bone-anchored hearing systems have emerged as the two bright spots within the hearing aid market.

The report on global hearing aid market contains a comprehensive analysis of the global hearing instruments industry along with the study of the regional markets including the US, the UK, Japan, France, Germany and China while the focusing on the major segments. An intense competition is observed among few major players; Sonova, William Demant, Siemens, and GN ReSound; of the hearing aid industry. Moreover, competitive landscape in terms of geographical comparison, organic growth comparison, product portfolio comparison, along with company profiles of the leading players in the market is included in this report.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. OVERVIEW

- 1.1 Introduction
 - 1.1.1 Degrees of Hearing Loss
 - 1.1.2 Types of Hearing Loss
- 1.2 Hearing Aid Devices
 - 1.2.1 Types of Hearing Aids
- 1.3 Industry Value Chain

2. MARKET STRUCTURE

- 2.1 Global Hearing Instruments Market
 - Market Value
 - Market Volume
- 2.2. Distribution Channels
- 2.3 Market Segmentation
 - Hearing Aids
 - Hearing Implants
 - Price Segmentation
 - 2.3.1 Cochlear Implants
 - Market Volume
 - Regional Breakdown
 - 2.3.2 Bone-anchored Hearing Aids (BAHS)
 - Market Value
- 2.4 Regional Markets
 - 2.4.1 The United States
 - Market Volume
 - Market Growth
 - VA Market
 - Private Hearing Market
 - Distribution Channels
 - Penetration Rates
 - 2.4.2 The United Kingdom
 - Market Volume
 - Market Segmentation
 - Penetration Rate
 - 2.4.3 Germany

Market Volume

Distribution Market

2.4.4 Japan

Market Volume

Penetration Rate

2.4.5 France

Market Volume

Penetration Rate

2.5.6 China

Market Volume

3. MARKET DYNAMICS

3.1 Key Trends

3.1.1 Pricing Under Pressure

3.1.2 Vertical Integration and Horizontal Diversification

3.1.3 Increasing role of Government-supported Programs

3.1.4 Distribution Channels

3.2 Industry Developments

3.2.1 Wireless Streaming

3.2.2 Quest Platform

3.2.3 Advent of Bluetooth and FM Technology

3.2.4 Development of Hearing Aids Made for I-Phone Users

3.3 Growth Drivers

3.3.1 Reimbursements Facilitating Penetration

3.3.2 Higher Adoption Rates of Hearing Aid Devices

3.3.3 Global Economic Recovery Gaining Traction

3.3.4 Ageing Population on the Rise

3.3.5 Rising Healthcare Expenditure

3.3.6 Increase in Hearing Loss Population

3.4 Challenges

3.4.1 Reimbursements or Out-of-Pocket Expenditure

3.4.2 Rising Price Pressure

3.4.3 Lower Social Acceptance

4. COMPETITIVE LANDSCAPE

Market Share by Value

Market Share by Volume

- 4.1 Cochlear Implants Market
- 4.2 Bone-anchored Hearing Systems (BAHS) Market
- 4.3 Veteran Affairs (VA) Market (US)

5. COMPANY PROFILE

- 5.1 Sonova Holding AG
 - 5.1.1 Business Overview
 - 5.1.2 Financial Overview
 - 5.1.3 Business Strategies
 - Encouraging R&D and Innovation
 - Strengthening Presence
- 5.2 William Demant Holding Group
 - 5.2.1 Business Overview
 - 5.2.2 Financial Overview
 - 5.2.3 Business Strategies
 - Expansion through Acquisitions
 - Emphasizing R&D along with Launches
- 5.3 GN ReSound
 - 5.3.1 Business Overview
 - 5.3.2 Financial Overview
 - 5.3.3 Business Strategies
 - Implementation of SMART Program
 - Aggressive Launches
- 5.4 Siemens AG
 - 5.4.1 Business Overview
 - 5.4.2 Financial Overview
 - 5.4.3 Business Strategies
 - Focus on R&D Activities
 - Eye on Emerging Markets

6. MARKET OUTLOOK

- 6.1 Market Forecast
- 6.2 Forecast Methodology
 - 6.2.1 Dependent and Independent Variables
 - 6.2.2 Correlation Analysis
 - 6.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Hearing Aid Industry Value Chain
Global Hearing Instruments Market by Value (2007-2013E)
Global Hearing Instruments Market by Volume (2007-2013)
Distribution Channel Share, Hearing Aids (2014)
Global Hearing Instruments Market Segments by Value (2014)
Global Hearing Instruments Market Segments by Volume (2014)
Global Hearing Aids Vs. Implants Sales (2007-2013E)
Global Hearing Aids Vs Implants -Percentage Share (2007-2013E)
Global Hearing Aid Market by Type (2013)
Global Hearing Aid Market by Price Category, Volume (2013)
Global Cochlear Implants Market by Volume (2011-2016E)
Global Cochlear Implants Market by Region (2013)
Global BAHS Market (2007-2013E)
Global Hearing Instruments Market by Region (2013)
Distribution of Global Hearing Market Volume by Country (2013E)
US Hearing Aid Market by Volume (2002-1H14)
The US Hearing Instruments Market Volume Growth (Q110-Q214)
The US VA Hearing Instruments Market Quarterly Volume (Q110-Q214)
The US Private Hearing Instruments Market - Quarterly Volume (Q110-Q214)
US Hearing Aid Market by Segment (1H14)
US Private Hearing Aid Market (2014)
Hearing Aid Penetration Rate in the US by Degree of Hearing Loss (2013)
Hearing Aid Penetration Rate in the US by Age Groups (2013)
UK Hearing Aid Market by Volume (2002-2013)
UK Hearing Aid Market by Segment (2013)
Hearing Aid Penetration Rate in the UK by Age Groups (2013)
Hearing Aid Market by Volume, Germany (2002-2013)
Germany Hearing Aid Distribution Market (2013)
Hearing Aid Market by Volume, Japan (2002-2013)
Hearing Aid Penetration Rate by Age Groups, Japan (2013)
Hearing Aid Market by Volume, France (2002-2013)
Hearing Aid Penetration Rate by Age Groups, France (2013)
Hearing Aid Market by Volume, China (2002-2013)
Global Average Hearing Aid ASP (2005-2014E)
Public Channels Vs. Private Sector, US & UK (2005 & 2013)

Hearing Instruments Units – Channel Development (2007-2013)
Hearing Impaired Population Segmented by Grades of Hearing Loss (2013)
Hearing Aid Penetration Rate by Country (2013)
The US Hearing Aid Penetration Rate (2013)
The US Paediatric Penetration Rate of CI in Profound Hearing Loss Segment (2010-2015E)
Global GDP (2001-2013)
World GDP per Capita (2005-2013)
Global Ageing Population (2007-2013)
OECD Countries' Population (1950, 2000 & 2050)
Global Healthcare Spending (2007-2017E)
Increase in Incidence of Hearing Loss Population in the US (1989-2050)
Global Hearing Aid Reimbursement (Units)
Drop-Out Rates in Germany (2013)
Hearing Aid Market Value Chain (2013)
Hearing Instruments Market Share - By Value (2013)
Hearing Instruments Market Share - By Volume (2014E)
Cochlear Implants Market Share - By Volume (2013)
Cochlear Implants Market Share - By Volume (2013)
Veteran Affairs Market Share, the US (2014)
Revenue Share by Segment, Sonova (2014)
Revenue Share by Region, Sonova (2014)
Revenues and Net Income, Sonova (2011-2014)
Revenue Share by Segment, William Demant (2013)
Revenue Share by Region, William Demant (2013)
Revenues and Net Income, William Demant (2010-2013)
Revenue Share by Business Segment, GN ReSound (2013)
Revenues and EBITA, GN ReSound (2010-2013)
Revenue Share by Business Segment, Siemens (2013)
Revenues and Net Income, Siemens (2010-2013)
Global Hearing Instrument Market Value Forecast (2007-2017F)

List Of Tables

LIST OF TABLES

Hearing Solutions and Average Prices (2014)
Manufacturers and their Frequency Spectrum
Hearing Aid Reimbursements in Key Countries
Cochlear Implants Reimbursements
Consolidation since 1994
Dependent & Independent Variables (2007-2013)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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