

Global Hearing Aid Market Report: 2013 Edition

<https://marketpublishers.com/r/GD44DFC1EF8EN.html>

Date: October 2013

Pages: 69

Price: US\$ 800.00 (Single User License)

ID: GD44DFC1EF8EN

Abstracts

A significant increase has been noted in the number of people suffering from hearing problems over the past couple of years. The companies operating in the healthcare and medical technology are setting high standards by producing hearing aids capable of addressing the complex medical needs of patients suffering from hearing loss with the help of technological advancements. This has helped the patients to lead a safer and happier life. Moreover, incessantly evolving surroundings and ever changing lifestyle have consistently boosted the growth of medical sector. The global hearing aid industry continues to witness volume growth.

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 is categorized by certain trends which are likely to affect the market. Low penetration rate and reimbursements of the hearing aids are the key trends providing sufficient opportunity for further growth. On the development front, advent of wireless, bluetooth and FM technology are few of the major innovations in this industry. The growth of this market is driven by growing ageing population, increase in demand of hearing aid devices and growing worldwide economy among others. However, the global hearing aid industry faces serious challenges in terms of social stigma and rise in price pressure.

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 North America, US, APAC, EMEA, Germany and Korea. 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 Degree 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 Hearing Instruments Market by Region
 - 2.3.1 North America
 - Market Volume
 - Growth Rate
 - US Overall Market
 - US VA Market
 - US Private Market
 - Penetration Rate
 - 2.3.2 Asia-Pacific
 - Market Volume
 - Growth Rate
 - Korean Market Value
 - Korean Market Distribution Share
 - 2.3.3 Germany
 - Market Volume
 - Distribution Share
 - 2.3.4 EMEA
 - Market Volume
 - Growth Rate
 - 2.3.5 European Region
 - Market Volume by Country
- 2.4 Hearing Instrument Market by Segment

Hearing Aids Market
Hearing Implant Market
2.4.1 Cochlear Implants
Market Share
Unit Sales

3. MARKET DYNAMICS

3.1 Key Trends

3.1.1 Market Penetration of Hearing Aids
3.1.2 Shift from Non-Wireless to Wireless Technology
3.1.3 Effect of GDP on the Hearing Aid Market
3.1.4 Reimbursement Drives Adoption Rate
3.1.5 Distribution channels

3.2 Industry Developments

3.2.1 Introduction of Quest Platform
3.2.2 Advent of Bluetooth and FM Technology
3.2.3 Development of Hearing Aids Made for I-Phone Users

3.3 Growth Drivers

3.3.1 Rising Global Healthcare Expense
3.3.2 Increasing Global Aging Population
3.3.3 Increase in Hearing Loss Population
3.3.4 Increased Use of MP3 Players

3.4 Challenges

3.4.1 Increased Number of Cochlear Device Failure in the US
3.4.2. Social Stigma
3.4.3 Rising Price Pressure

4. COMPETITIVE LANDSCAPE

4.1 Product Portfolio
4.2 Geographic Comparison
4.3 Therapeutic Comparison
4.4 Organic Growth
4.5 Inventory Management
4.6 Veteran Affairs 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

Unremitting Focus on Innovation

Increased Penetration in the Global Marketplace

5.2 William Demant Holding Group

5.2.1 Business Overview

5.2.2 Financial Overview

5.2.3 Business Strategies

Business Expansion through Acquisitions

Launch of Novel and Innovative Products

5.3 GN ReSound

5.3.1 Business Overview

5.3.2 Financial Overview

5.3.3 Business Strategies

Launch of SMART Program

Expanding Product Portfolio

5.4 Siemens AG

5.4.1 Business Overview

5.4.2 Financial Overview

5.4.3 Business Strategies

Focus on R&D Activities

Global Expansion

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 (2007-2012)
Global Hearing Instruments Market by Volume (2007-2012)
Product Distribution Channel's Share by Volume (2012)
Region-Wise Percentage Distribution of Global Hearing Market – By Volume (2012)
The US Hearing Instruments Market Volume Growth (Q110-Q313)
The US VA Hearing Instruments Market - Quarterly Volume (Q110-Q313)
The US Private Hearing Instruments Market - Quarterly Volume (Q110-Q313)
Segment-Wise Percentage Distribution of the US Hearing Aid Market – By Volume (2012)
Hearing Aid Penetration Rate in the US by Degree of Hearing Loss (2012)
Owners vs. Non-Owners of Hearing Instruments in the US (2012)
Korean Hearing Aid Market by Value (2007-2012E)
Korean Hearing Aid Distribution Market (2012)
German Hearing Aid Market by Volume (2007-2012)
German Hearing Aid Distribution Market (2012)
Global Hearing Instruments Market by Segment (2012)
Global Hearing Aids Vs Implants Sales (2007-2012)
Global Hearing Aids Vs Implants -Percentage Share (2007-2012)
Hearing Implants Market Share by Volume (2012)
Market Share of Cochlear Implants by Company (2012)
Hearing Impaired Population Segmented by Grades of Hearing Loss (2012)
Hearing Aid Penetration Rate by Region (2012)
The US Hearing Aid Penetration Rate (2012)
The US Paediatric Penetration Rate of CI in Profound Hearing Loss Segment (2010-2015F)
The US Wireless VS Non-Wireless Hearing Instruments Market (Q113)
Hearing Instruments Units – Channel Development (2012)
Global Health Care Expenditure Per Capita (2008-2012E)
Global Aging Population (Over 65) as a Percentage of Total Population (2008-2012)
Increase in Incidence of Hearing Loss Population in the US (1989-2050)
Cumulative Device Failures in the US – By Volume (2012)
Drop-Out Rates in Germany (2012)
Hearing Instruments Market Share - By Value (2012)
Hearing Instruments Market Share - By Value (2013E)

Hearing Aid Manufacturers - Geographical Comparison (2012)
Hearing Aid Manufacturers - Therapeutic Comparison (2012)
Hearing Aid Manufacturers – Inventory Management (2012)
Sonova's Revenue Share by Segment (2013)
Sonova's Revenues and Net Income (2008-2012)
William Demant's Revenue Share by Business Segments (2012)
William Demant's Revenues and Net Income (2008-2012)
GN ReSound's Revenue Share by Business Segments (2012)
GN ReSound Revenues and EBITA (2008-2012)
Siemens AG's Revenue Share by Business Segments (2013)
Siemens AG's Revenues and Net Income (2008-2013)
Global Hearing Instrument Market Value Forecast (2007-2016F)

List Of Tables

LIST OF TABLES

North America's Hearing Instruments Market by Volume (2007-2012)
APAC's Hearing Instruments Market by Volume (2007-2012)
EMEA's Hearing Instruments Market by Volume (2007-2012)
European Hearing Aid Market by Volume (2008-2012)
Market Share of Cochlear Implants by Volume (1H11-2H13E)
Real GDP Growth by Region and Hearing Devices Sales Growth (2007-2012)
Hearing Aid Reimbursements in Key Countries
Hearing Healthcare Product Portfolio – By Companies (2012)
Organic Hearing Aid Growth (2012-2013E)
Market Share in the VA Hearing Aid Market (November 07 - October 13F)
Dependent & Independent Variables (2007-2012)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

I would like to order

Product name: Global Hearing Aid Market Report: 2013 Edition

Product link: <https://marketpublishers.com/r/GD44DFC1EF8EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD44DFC1EF8EN.html>