

Global Hearing Aid Market Report: 2013 Edition

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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.

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