

Hearing Aid Market (Product - Behind-the-ear, In-the-ear, and Receiver-in-the-ear; Technology - Analog, and Digital; Sales Channel - Government Purchases, E-commerce, and Retail Sales; Patient Type - Adults, and Pediatrics): Global Industry Analysis, Trends, Size, Share and Forecasts to 2030

Market Report | 2023-05-29 | 300 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the global hearing aid market provides qualitative and quantitative analysis for the period from 2021-2030. The global hearing aid market was valued at about USD 7,900 million in 2022 and is expected to reach over USD 13,600 million in 2030, with a CAGR of Over 6% during the forecast period 2023-2030. The study on hearing aid market covers the analysis of the leading geographies such as North America, Europe, Asia Pacific, and RoW for the period of 2021-2030.

Hearing loss is a serious problem caused by various factors. These factors include noise pollution, age, and genetics. Hearing aids are devices that can help people by amplifying sound waves to improve hearing. There are three main types of hearing aids: behind-the-ear, in-the-ear, and receiver-in-the-ear.

The type of hearing aid that is best for a person will depend on the severity of their hearing loss and their individual needs. The market for hearing aids is growing due to the increasing prevalence of hearing loss, including age-related hearing loss and tinnitus. Hearing aids help people communicate better, reduce social isolation, and improve overall quality of life.

Adults Type Dominates the Patient Type segment of the Hearing Aid Market

The adult patient segment is the largest segment of the hearing aid market. This is because hearing loss is more common in adults than in children. This is because the geriatric population is increasing worldwide, and many older adults experience hearing loss. In addition, the awareness of hearing loss and the availability of affordable hearing aids is increasing, which is also contributing to the growth of the adult segment.

Hearing loss can have a significant impact on the quality of life for older adults. It can make it difficult to communicate with family and friends, participate in social activities, and enjoy hobbies. Early diagnosis, treatment of hearing loss, and use of hearing aids can help to improve the quality of life for older adults.

Asia Pacific Dominates the Hearing Aid Market share.

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The global hearing aid market is projected to grow significantly, with Asia Pacific expected to be the fastest-growing region, driven by the rising geriatric population in countries like Japan and China. The aging population in Asia Pacific is a major driver of the regional market, with a significant increase in the number of individuals aged 60 and over expected by 2030.

This growth in the geriatric population is expected to lead to an increase in the demand for hearing aids. Latin America is also anticipated to experience steady growth. North America is the largest market, driven by a high incidence of hearing loss cases. In Europe, the market is expected to grow steadily due to increased hearing aid usage and a growing geriatric population. In Latin America, the market growth is fueled by growing awareness of hearing loss and the availability of affordable hearing aids.

Report Findings

1) Drivers

- Increasing noise pollution is expected to drive market growth.
- Growing awareness about hearing aid devices is also propelling market growth.

2) Restraints

- The increased prices of hearing aid products are expected to hamper market growth.

3) Opportunities

- Technological advancements in the device will create lucrative growth opportunities.

Research Methodology

A) Primary Research

Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The global hearing aid market is segmented on the basis of product, technology, sales channel, and patient type.

The Global Hearing Aid Market by Product

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- Behind-the-ear
- In-the-ear
- Receiver-in-the-ear

The Global Hearing Aid Market by Technology

- Analog
- Digital

The Global Hearing Aid Market by Sales Channel

- Government Purchases
- E-commerce
- Retail Sales

The Global Hearing Aid Market by Patient Type

- Adults
- Pediatrics

Company Profiles

The companies covered in the report include

- Cochlear Ltd.
- Demant A/S
- Sivantos Group (now part of WS Audiology)
- Starkey Laboratories, Inc.
- Sonova
- GN Store Nord A/S
- MED-EL Medical Electronics
- SeboTek Hearing Systems, LLC.
- Widex (now part of WS Audiology)
- Zounds Hearing

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the hearing aid market.
2. Complete coverage of all the segments in the hearing aid market to analyze the trends, developments in the global market and forecast of market size up to 2030.
3. Comprehensive analysis of the companies operating in the global hearing aid market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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