Hearing Aids Market Analysis by Product (Behind-The-Ear Aids, In-The-Ear Aids, Receiver-In-The-Ear Aids, Canal-Hearing-Aids ITC, CIC, IIC), by Technology (Analog, Digital) and Segment Forecasts to 2020

Description: The global market for hearing aids is expected to reach USD 5,440.5 million by 2020, growing at an estimated CAGR of 3.2% from 2014 to 2020. Growing global base of geriatric population coupled with increasing prevalence of deafness is expected to serve this market as a primary growth driver. In addition, rapidly increasing usage rates of 100% digital hearing aid technology and patient awareness levels are expected to drive market growth during the forecast period.

Behind-the-ear hearing aids dominated the overall market in terms of share in 2013 at over 55.0%. These hearing aids are used for the treatment of profound hearing loss and are a device of preference when it pertains to the treatment of hearing loss in children. Moreover, high prevalence of hearing loss in children is expected to serve this segment as a high impact rendering driver. According to the U.S. National Center of Health Statistics (NCHS) 12 out of every 1,000 American suffering from hearing loss belong to the age group of below 18 years.

Further key findings from the study suggest:

- Canal hearing aids demand is expected to grow at the highest CAGR of over 4.5% during the forecast period. This segment comprises in-the-canal, invisible-in-canal and completely-in-canal aids. Growing number of R&D initiatives aimed at performance enhancement and the increasing demand for invisible and aesthetically appealing hearing aids as a result of changing patient lifestyle habits are some of the factors accounting for its lucrative CAGR.
- Digital hearing aid technology held the largest share of the technology market in 2013 at over 90.0% in 2013 majorly owing to its relatively higher efficiency and its ability to enable the use of technological advancements such as wireless and Bluetooth technologies.
- Europe accounted for the largest share of the overall hearing aids market in 2013 at over 40.0% in 2013. Presence of large bases of geriatric population in developed Western European countries with patients holding relatively higher purchasing powers is one of the primary factors attributing to its large share. Asia Pacific on account of the presence of a constantly improving healthcare infrastructure, high unmet medical needs and increasing patient disposable incomes, is expected to grow at the highest CAGR of over 4.5% from 2014 to 2020.
- Key market players include Sonova Holding AG, William Demant Holding A/S, GN Resound, Widex A/S, and Siemens AG.

For the purpose of this study, the report has segmented the hearing aids market on the basis of product, technology and region:

Hearing Aids Product Outlook
- In-The-Ear Aids (ITE)
- Receiver-In-The-Ear Aids (RITE)
- Behind-The-Ear Aids (BTE)
- Canal Hearing Aids: In-The-Canal (ITC), Invisible-In-Canal (IIC), Completely-In-Canal (CIC)

Hearing Aids Technology Outlook
- Digital Hearing Aids
- Analog Hearing Aids

Hearing Aids Regional Outlook
- North America
- Europe
- Asia Pacific
Contents:

Chapter 1. Executive Summary
1.1. Hearing Aids - Industry Summary and Critical Success Factors (CSFs)

Chapter 2. Hearing Aids Industry Outlook
2.1. Market Segmentation
2.2. Market Size and Growth Prospects
2.3. Hearing Aid devices Market Dynamics
2.3.1. Market Driver Analysis
2.3.2. Market Restraint Analysis
2.4. Key Opportunities Prioritized
2.5. Industry Analysis - Porter's
2.6. Hearing Aids Market PESTEL Analysis, 2012

Chapter 3. Hearing Aids Product Outlook
3.1. In-The-Ear-Aids (ITE)
3.1.1. In-The-Ear Aids (ITE) Market Estimates and Forecasts, 2012 - 2020 (USD Million)
3.2. Receiver-In-The-Ear Aids (RITE)
3.2.1. Receiver-In-The-Ear Aids (RITE) Market Estimates and Forecasts, 2012 - 2020 (USD Million)
3.3. Behind-The-Ear Aids (BTE)
3.4. Canal Hearing Aids: In-The-Canal (ITC), Invisible-In-Canal (IIC), Completely-In-Canal (CIC)
3.4.1. In-The-Canal, Invisible-In-Canal, Completely-In-Canal and Forecasts, 2012 - 2020 (USD Million)

Chapter 4. Hearing Aids Technology Outlook
4.1. Digital Hearing Aids
4.2. Analog Hearing Aids

Chapter 5. Hearing Aids Regional Outlook
5.1. North America
5.1.2. Hearing Aid Market Estimates and Forecasts, by Technology, 2012 - 2020 (USD Million)
5.2. Europe
5.2.2. Hearing Aid Market Estimates and Forecasts, by Technology, 2012 - 2020 (USD Million)
5.3. Asia Pacific
5.3.1. Hearing Aid Market Estimates and Forecasts, by Product, 2012 - 2020 (USD Million)
5.3.2. Hearing Aid Market Estimates and Forecasts, by Technology, 2012 - 2020 (USD Million)
5.4. RoW
5.4.2. Hearing Aid Market Estimates and Forecasts, by Technology, 2012 - 2020 (USD Million)

Chapter 6. Competitive Landscape
6.1. Benson Hearing
6.1.1. Company Overview
6.1.2. Financial Performance
6.1.3. Product Benchmarking
6.2. GN ReSound Group
6.2.1. Company Overview
6.2.2. Financial Performance
6.2.3. Product Benchmarking
6.2.4. Strategic Initiatives
6.3. MED-EL GmbH
6.3.1. Company Overview
6.3.2. Financial Performance
6.3.3. Product Benchmarking
6.3.4. Strategic Initiatives
6.4. MicroTech
6.4.1. Financial Performance
6.4.2. Product Benchmarking
6.5. Phonak
   6.5.1. Company Overview
   6.5.2. Financial Performance
   6.5.3. Product Benchmarking
   6.5.4. Strategic Initiatives
6.6. Siemens Healthcare
   6.6.1. Financial Performance
   6.6.2. Product Benchmarking
   6.6.3. Strategic Initiatives
6.7. Sonova Holding AG
   6.7.1. Company Overview
   6.7.2. Financial Performance
   6.7.3. Product Benchmarking
   6.7.4. Strategic Initiatives
6.8. Sophono, Inc.
   6.8.1. Company Overview
   6.8.2. Financial Performance
   6.8.3. Product Benchmarking
   6.8.4. Strategic Initiatives
6.9. Starkey Hearing Technologies
   6.9.1. Company Overview
   6.9.2. Financial Performance
   6.9.3. Product Benchmarking
   6.9.4. Strategic Initiatives
6.10. Widex A/S
   6.10.1. Company Overview
   6.10.2. Financial Performance
   6.10.3. Product Benchmarking
   6.10.4. Strategic Initiatives
6.11. William Demant Holdings A/S
   6.11.1. Company Overview
   6.11.2. Financial Performance
   6.11.3. Product Benchmarking
   6.11.4. Strategic Initiatives

Chapter 7. Methodology and Scope
7.1. Research Methodology
7.2. Research Scope & Assumption
7.3. List of Data Sources

List of Tables:
Hearing Aids - Industry summary & Critical Success Factors (CSFs)
Global Hearing Aids revenue, 2012 - 2020
Global Hearing Aids market revenue by region, (USD million), 2012 - 2020
Global Hearing Aids market revenue by products, (USD million), 2012 - 2020
Global In-The-Ear Aids (ITE) market, 2012 to 2020 (USD million)
Global Receiver-In-The-Ear Aids (RITE) market, 2012 to 2020 (USD million)
Global Behind-The-Ear Aids (BTE) market, 2012 to 2020 (USD million)
Global Canal Hearing Aids: In-The-Canal (ITC), Invisible-In-Canal (IIC), Completely-In-Canal (CIC) market, 2012 to 2020 (USD million)
Global Hearing Aids market revenue by technology, (USD million), 2012 - 2020
Global Digital Hearing Aids market, 2012 to 2020 (USD million)
Global Analog Hearing Aids market, 2012 to 2020 (USD million)
Global audiology devices market, by region, 2012 to 2020 (USD million)
North America Hearing Aids demand, by products, (USD million), 2012 - 2020
Europe Hearing Aids demand, by products, (USD million), 2012 - 2020
Asia Pacific Hearing Aids demand, by products, (USD million), 2012 - 2020
RoW Hearing Aids demand, by products, (USD million), 2012 - 2020
Global Hearing Aids Market - Competitive Landscape

List of Figures:
Hearing Aids Market Segmentation
Global Hearing Aids Market Revenue, 2012 - 2020
Hearing Aids Market Dynamics
Hearing Aids Company Market Share Analysis, 2012
Key Opportunities Prioritized
Industry Analysis - Porter's
Hearing Aids PESTEL Analysis, 2012
Hearing Aids market, by products, (USD million), 2012 - 2020
Global In-The-Ear Aids (ITE) market, by region, (USD million), 2012 - 2020
Global Receiver-In-The-Ear Aids (RITE) market, by region, (USD million), 2012 - 2020
Global Behind-The-Ear Aids (BTE) market, by region, (USD million), 2012 - 2020
Global Canal Hearing Aids: In-The-Canal (ITC), Invisible-In-Canal (IIC), Completely-In-Canal (CIC) market, by region, (USD million), 2012 - 2020
Hearing Aids market, by technology, (USD million), 2012 - 2020
Global Digital Hearing Aids market, by region, (USD million), 2012 - 2020
Global Analog Hearing Aids market, by region, (USD million), 2012 - 2020
Global Hearing aids market, by region, (USD million), 2012 - 2020

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