Global Deaf/Hearing Aid Market: Size, trends and Forecasts (2016-2020)

Description:

The report titled “Global Deaf/Hearing Aid Market: Size, trends and Forecasts (2016-2020)”, provides an in-depth analysis of the global hearing aid market by volume, by segments, by competitors, by region, etc. The report also provides an insight of the hearing impairment treatment market. Growth of the overall hearing aid market has also been forecast for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The report also includes detailed analysis of leading players in the industry including Sonova Holdings AG, William Demant Holding Group, GN ReSound on the basis of attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

Geographical Coverage

- France
- Germany
- The UK
- The US

Company Coverage

- Sonova Holdings AG
- William Demant Holding Group
- GN ReSound

Executive Summary

Hearing aids are sound-amplifying devices designed to aid people with hearing impairment. Several types of hearing aid are available in the market with wide range of features in order to address individual needs of consumer. These vary on the basis of size, placement (on or inside the ear), and the degree of sound amplification required. Commonly available hearing aid can be broadly divided into four categories - Behind-the-ear (BTE) aids, In-the-Canal (ITC) or Completely in-the-canal (CIC) aids, In-the-Ear (ITE) aids and Implantable Hearing Aids. Hearing implants are further segmented into three categories - Cochlear, Middle-ear, and Bone-anchored hearing implants. The report provides detailed analysis of treatment types with focus on working mechanism. Furthermore, value chain analysis of hearing device, diagnostic instruments and hearing implants value chain is also covered in the report.

Region-wise, the global hearing aid market is divided into North America, South America, Asia Pacific, Europe and Africa. Presently, Europe is the world's largest hearing aid market, driven by ageing population. Major hearing aid markets in the Europe include France, Germany and the UK. North America follows at second position. Asia Pacific, being the third largest hearing aid market

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