

# Global Hearing Amplifiers Market to Surpass USD 5.11 Billion by 2032 with Rapid 7% CAGR, Reveals Market Research

*The global hearing amplifiers market size was USD 2.78 Billion in 2022 and is expected to reach USD 5.11 Billion in 2032, and register rapid revenue CAGR of 7%*

NEW YORK CITY, NY, UNITED STATES, July 3, 2023 /EINPresswire.com/ -- The global [Hearing Amplifiers Market](#) had a size of USD 2.78 Billion in 2022. It is

projected to reach USD 5.11 Billion by 2032, with a rapid revenue growth at a CAGR of 7% during the forecast period. The main drivers of this market expansion are the increasing prevalence of mild hearing loss in both young and adult populations and the growing demand for Personal Sound Amplification Products (PSAP) among the elderly.

The prevalence of hearing loss is on the rise as the global population continues to age. According to the World Health Organization (WHO), approximately 466 million people worldwide currently experience significant hearing loss, and this number is expected to reach 900 million by 2050. Moreover, the market is benefiting from the increased awareness among patients and healthcare professionals about the advantages of using hearing amplifiers.

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Technological advancements have also contributed to the growth of the hearing amplifiers market. These devices are becoming more sophisticated, offering improved sound quality and usability through features like digital signal processing and wireless connectivity. Consequently, there is a growing demand for discreet, portable, and user-friendly hearing amplifiers.

Segments Covered in the Report –

- The hearing amplifiers market can be categorized based on product types. The first type is Behind-The-Ear (BTE) amplifiers, which are worn behind the ear and have a tube that connects to



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an earpiece. This type of amplifier is commonly used and provides versatility in terms of fitting a wide range of hearing loss conditions.

- The second type is In-The-Ear (ITE) amplifiers, which are custom-made to fit the shape of the individual's ear. These amplifiers are larger and more visible compared to BTE amplifiers, but they offer improved sound quality and are easier to handle and adjust.
- Another type is the Receiver-In-Canal (RIC) amplifier, which is similar to BTE amplifiers but with a smaller casing. The receiver or speaker of the amplifier is placed directly in the ear canal, providing a more natural sound experience. RIC amplifiers are discreet and comfortable to wear.
- Completely-In-Canal (CIC) amplifiers are the smallest and most discreet type of hearing amplifiers. They fit entirely inside the ear canal, making them almost invisible. CIC amplifiers are custom-made and offer excellent sound quality, but they may not be suitable for individuals with severe hearing loss.
- Lastly, there are other types of hearing amplifiers that may include innovative designs or variations in form factor, such as Invisible-In-Canal (IIC) amplifiers or Open Fit amplifiers. These types cater to specific preferences and needs of individuals with hearing loss.
- The market can also be analyzed based on end-use settings. Hospitals are one of the primary end-users of hearing amplifiers. These medical facilities often provide diagnostic and treatment services for hearing loss and may offer hearing amplifiers as part of their comprehensive care.
- Clinics, both specialized audiology clinics and general healthcare clinics, also play a significant role in the distribution and provision of hearing amplifiers. These clinics may conduct hearing assessments, fit hearing amplifiers, and offer follow-up care to individuals with hearing loss.
- In addition to medical settings, hearing amplifiers are increasingly being used in home settings. Many individuals with mild to moderate hearing loss prefer the convenience and comfort of using amplifiers in their own homes. This trend is driven by advancements in technology, making hearing amplifiers more user-friendly and accessible for personal use.
- Furthermore, other end-use settings, such as educational institutions, workplaces, and recreational facilities, may also contribute to the demand for hearing amplifiers. These settings recognize the importance of accommodating individuals with hearing loss and providing assistive devices for improved communication and participation.
- In summary, the hearing amplifiers market offers a variety of product types, including BTE, ITE, RIC, CIC, and other innovative designs. These amplifiers cater to different levels of hearing loss and individual preferences. The end-use settings for hearing amplifiers encompass hospitals, clinics, home use, and other environments that prioritize inclusive communication and

accessibility.

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Strategic development:

- In 2021, Sonova acquired the consumer electronics division of Sennheiser for a total of \$241 million. This strategic move aims to enhance Sonova's offerings in consumer audio solutions and expand its range of consumer electronics products.
- In 2020, Widex and Sivantos joined forces to establish a new company called WS Audiology. This merger was driven by the objective of expanding the companies' product portfolio, increasing their market share, and strengthening their research and development capabilities.
- In the same year, GN Hearing completed the acquisition of Natus Medical Incorporated's audiology division for \$105 million. The primary goal of this acquisition was to diversify GN Hearing's product line and enhance its market position in the field of hearing amplifiers.

Competitive Landscape:

In the global market for hearing aids and related products, several key players hold significant positions. These companies are actively involved in the development, production, and distribution of hearing aids, amplifiers, and related technologies. Some of the prominent players in this industry include:

1. Sivantos Pte. Ltd. (Signia): Signia, a subsidiary of WS Audiology, is a leading manufacturer of hearing aids and accessories. They offer a wide range of innovative and technologically advanced hearing solutions.
2. Sonova Holding AG: Sonova is a Swiss company that specializes in hearing care solutions. They offer a comprehensive portfolio of hearing aids under various brands such as Phonak, Unitron, and Hansaton.
3. William Demant Holding A/S: William Demant Holding is a Danish company known for its brands such as Oticon, Bernafon, and Sonic. They are committed to developing advanced hearing solutions that enhance the quality of life for individuals with hearing loss.
4. Starkey Hearing Technologies: Starkey is an American company that has been in the hearing industry for over 50 years. They are known for their cutting-edge technology and a wide range of hearing aids suitable for different types and degrees of hearing loss.
5. Widex A/S: Widex, a part of WS Audiology, is a Danish company that has been manufacturing

hearing aids for over 60 years. They focus on developing innovative hearing solutions with a strong emphasis on sound quality.

6. GN Hearing A/S: GN Hearing, a Danish company, offers hearing aids under the brand names ReSound and Beltone. They are known for their expertise in sound processing and connectivity solutions.

7. Amplifon: Amplifon is a global leader in hearing care services and solutions. They offer a wide range of hearing aids and related products, along with comprehensive audiological services.

8. Miracle-Ear Inc.: Miracle-Ear is an American company that provides hearing aids and personalized solutions for individuals with hearing loss. They have a strong network of hearing care professionals and clinics.

9. Earlens Corporation: Earlens is a California-based company that specializes in a unique hearing aid system using a light-driven technology. Their product aims to deliver rich and natural sound quality.

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These companies play a vital role in the advancement of hearing technology and are committed to improving the lives of individuals with hearing loss through innovative and effective solutions.

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