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Hearing aid sales are steadily growing

More and more hard of hearing people get treated with hearing aids, according to EHIMA's annual global sales numbers. In 2017, the six EHIMA members who are the world's largest and leading hearing instrument manufacturers sold 15.05 million hearing aids in total. Compared to the previous year, sales grew by 5.7% and thus another year in a row.

"The hearing aid industry is at the forefront of technological progress. Increasing sales numbers result from high quality care with modern and innovative hearing aids fitted by professional audiologists. Therefore, we can see that the acceptance and satisfaction of hearing aids improve", says EHIMA-President Anders Hedegaard.

	Global Unit Sales
2015	13.68 million
2016	14.24 million (+4.1%)
2017	15.05 million (+5.7%)

Source: EHIMA data

EHIMA expects that the awareness of hearing loss is to increase in the coming years as the world's population grows and ages and as more and more people become aware of the correlation of hearing loss and other health conditions, such as dementia. With hearing aids, the EHIMA members offer a high-quality and cost-effective solution that helps hard of hearing people to reduce these risks, to stay independent and to fully participate in society.

The European Hearing Instrument Manufacturers Association (EHIMA)

The European Hearing Instrument Manufacturers Association (EHIMA) represents the six major European hearing instrument manufacturers, producing up to 90% of the hearing aids manufactured in Europe. EHIMA was founded in 1985 and its members are among the world's largest and most advanced hearing aid manufacturers. Members of EHIMA develop, manufacture and market hearing instruments on a large scale in one or more countries in Europe as well as exporting their products worldwide. www.ehima.com

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