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Press release - EHIMA

Hearing aid sales hit by pandemic in 2020. Demand for hearing care remains unbroken.

Frankfurt, Germany, June 2021. Hearing aid sales declined in the first year of the pandemic, according to EHIMA's annual global sales numbers. In 2020, the members of EHIMA, who are the world's largest and leading hearing instrument manufacturers, sold 14.12 million hearing aids in total. Compared to the previous year, sales fell by 17.2 percent, an unprecedented first after years of continued growth.

"Like most parts of society and business, the hearing aid industry was impacted by the pandemic. The hearing care market depends on close customer contact, which was often not possible or required special measures in the clinics and the audiology shops. Despite these challenges, EHIMA members did everything possible to meet the high demand for timely professional hearing care. Thanks to product innovation and the dedication of all employees working for the EHIMA companies, we have been and will continue to be able to successfully manage the impact of the pandemic on the industry", says EHIMA President Eric Bernard.

	Global Unit Sales
2015	13.68 million
2016	14.24 million (+4.1%)
2017	15.05 million (+5.7%)
2018	16.04 million (+6.6%)
2019	17.06 million (+6.4%)
2020	14.12 million (-17.2%)

Source: EHIMA data

EHIMA expects that awareness of hearing care will continue 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 critical health conditions. With hearing aids and hearing implants, EHIMA members offer high-quality and cost-effective solutions that help people living with hearing loss to reduce these risks, stay independent and to fully participate in society, well into older age.



The European Hearing Instrument Manufacturers Association (EHIMA)

The European Hearing Instrument Manufacturers Association (EHIMA) represents the world's seven major hearing instrument manufacturers, offering smart hearing aid and implant solutions for people hard of hearing. EHIMA was founded in 1985 and its members are among the world's largest and most advanced hearing instrument 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.

Key Facts on Hearing Loss

- 1 in 10 of the total EU population states a hearing loss.*
- Only 1 in 3 of the hard of hearing people uses hearing instruments.*
- Untreated hearing loss costs EU28 each year 185 billion €. **
- Hearing instruments help to reduce these costs.**

Source: *EuroTrak; **Bridget Shield (2019): Hearing Loss – Numbers and Costs, Brunel University London; both available at www.ehima.com

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