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## Press release - EHIMA

### Hearing aid sales: Industry returns to growth in 2021.

**Frankfurt, Germany, June 2022.** After a noticeable drop of hearing aid sales in the year 2020, global annual sales rebounded, in 2021. In the last year, the members of EHIMA, who are the world's largest and leading hearing instrument manufacturers, sold 18.79 million hearing aids in total. Compared to the previous year, sales figures increased by a full 33 percent. This marks a return to the growth path seen before 2020.

“Last year's growth shows the undiminished demand for high quality hearing solutions. Even when close contact in audiology shops was temporarily limited, due to the pandemic, product innovation continued and the dedication of all employees working for the EHIMA companies remained exceptionally high. Together with our committed customers, the hearing care professionals and audiologists, we were able to successfully manage the impact of the pandemic on the industry”, says EHIMA President Eric Bernard.

	Global Unit Sales
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%)
2021	18.79 million (+33.0%)

Source: EHIMA data

EuroTrak<sup>1</sup>, EHIMA's multi-national survey series of people living with hearing loss, shows an increased awareness of the benefits of timely hearing care in various countries. In the European Union alone, around 22.6 million people live with untreated, disabling hearing loss, leading to annual costs of 185 billion Euros.<sup>2</sup> With hearing aids and hearing implants, EHIMA members offer

<sup>1</sup> Source: [www.ehima.com/surveys](http://www.ehima.com/surveys)

<sup>2</sup> Source: Bridget Shield (2019): Hearing Loss - Numbers and Costs, <https://www.hear-it.org/untreated-hearing-loss-eu-costs-more-whole-eu-budget>



high-quality and cost-effective solutions that help to reduce these risks, remain independent and participate fully in society well into old age.

### **The European Hearing Instrument Manufacturers Association (EHIMA)**

The European Hearing Instrument Manufacturers Association (EHIMA) represents the world's major hearing instrument manufacturers, offering smart hearing aid and implant solutions for people living with hearing loss. 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](http://www.ehima.com)

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