

AUDITORY INSIGHT  
RESEARCH STUDY

# Hearing Loss Market Size and Segmentation in the U.S.

FEBRUARY 2020

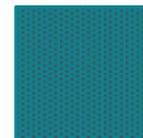
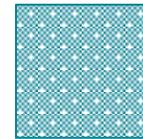
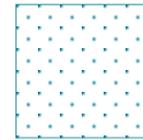
**Auditory Insight™**

HEARING HEALTHCARE  
STRATEGY AND MARKETING CONSULTING

## Consumer patient behavior may be measured by how often they have hearing tested and regular hearing aid use

- This study utilizes two key data sets on consumer patient behavior in seeking treatment for hearing loss
  - How often hearing aid users are wearing them in the primary segment: often to regularly
  - How often they are wearing them in the primary treatment area
- This study utilizes four behavioral segments of the hearing aid population, as shown on the graphic to the right
- These four categories provide the foundation for calculating the addressable market size for a given hearing healthcare device or drug therapy
- See the Appendix for greater detail on these behavioral categories

## Two key measures of consumer-patient behavior in hearing loss treatment



- ### Segment 1: Often to Regularly Wearing Hearing Aids

People who use their hearing aids consistently in the majority of the day and have regular hearing aid use in the primary treatment area
- ### Segment 2: Regularly Wearing Hearing Aids

People who use their hearing aids consistently in the majority of the day and have regular hearing aid use in the primary treatment area
- ### Segment 3: Often Wearing Hearing Aids

People who use their hearing aids consistently in the majority of the day and have regular hearing aid use in the primary treatment area
- ### Segment 4: Regularly Wearing Hearing Aids

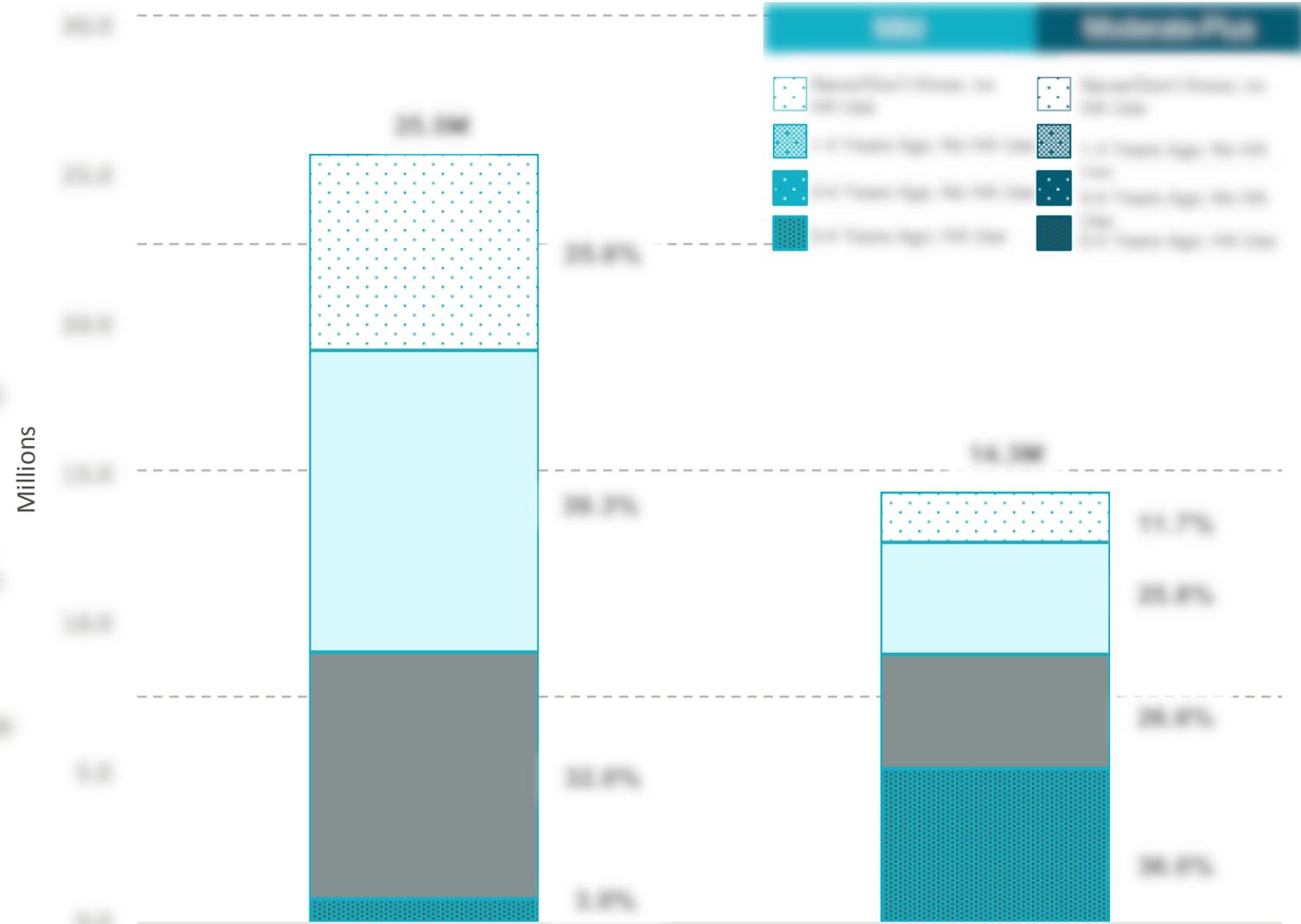
People who use their hearing aids consistently in the majority of the day and have regular hearing aid use in the primary treatment area



## People with moderate loss are 12 times more likely to use a hearing aid

- Segmenting the market of adults 50 and over with by severity reveals dramatically different behavior between people with mild versus moderate hearing loss
- Compared to people with mild hearing loss, people with moderate hearing loss are:
  - 12 times more likely to use a hearing aid
  - 10x more likely to use a hearing aid than hearing aids with the use of a hearing aid for moderate versus mild hearing loss
  - 10x more likely to use a hearing aid than hearing aids for adults with moderate hearing loss
- Additional insight: segmentation a framework for identifying addressable market size based on the use variables: mild, moderate hearing loss and hearing aid use
- The portion of the addressable market that is addressable to people in each product and depends on the nature of both the product's features and associated services addressable needs in the patient. Adults with hearing loss

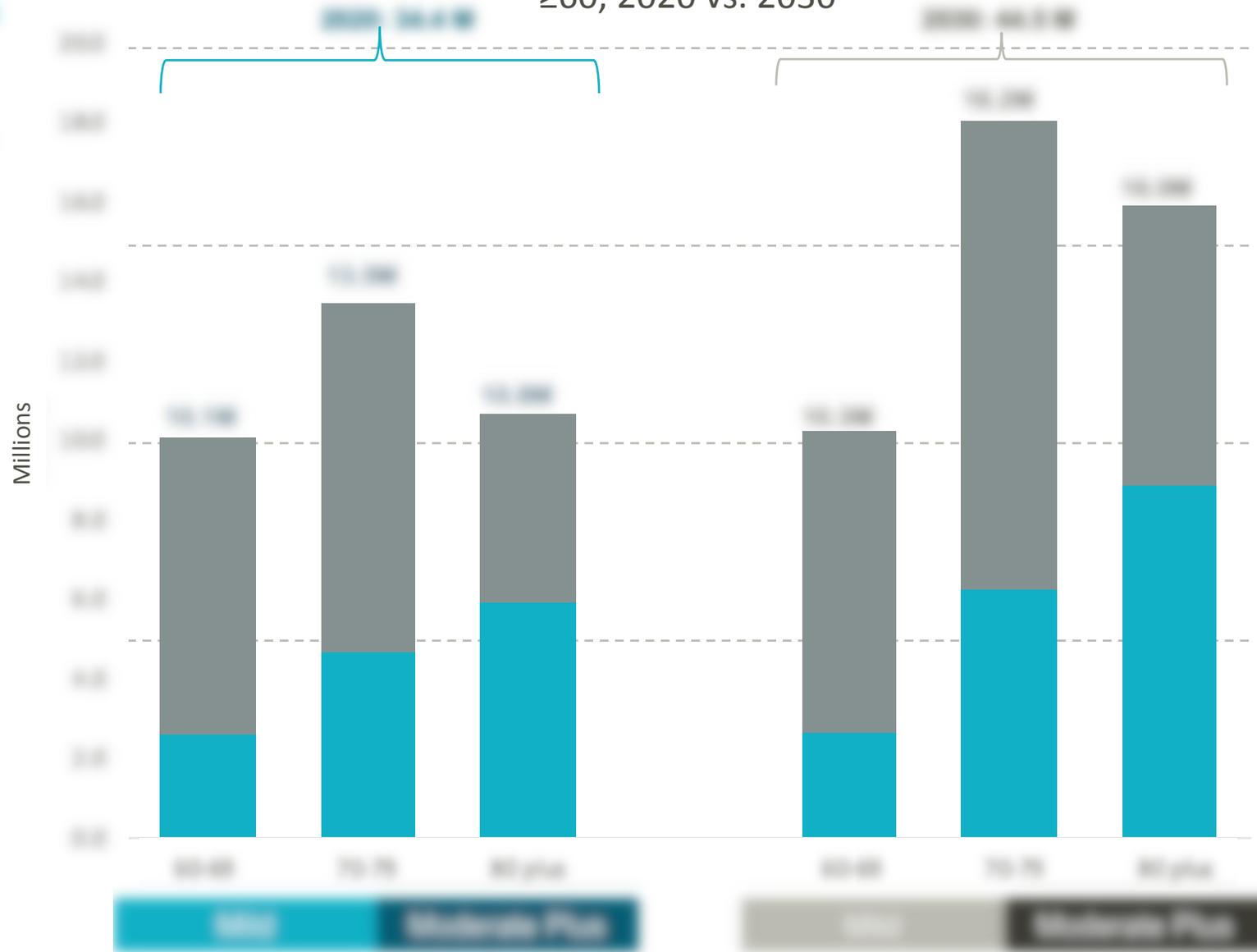
Total hearing loss market segmented by two key behavioral measures and SV #1 for adults ≥50



## The Growing Population of People Aged 60 and Older Will Increase by 20% from 2020 to 2030

- The population aged 60 and over with hearing loss will increase by 20% from 2020 to 2030, from 28.6M to 34.3M
- The growth will come from people currently in their 60s and 70s, the core of the Baby Boomer demographic

Hearing loss market size and prevalence by SV #1 and SV #2 for adults ≥60, 2020 vs. 2030



## The Prevalence of Hearing Loss is Higher Among Men than Women

- More men than women experience hearing loss in the United States. 25.3 million men and 18.2 million women 18 and older will experience hearing loss in 2020.
- In the 60 to 69 age group, which auditory health sees as a key opportunity, more than twice as many males as females have hearing loss in 2020.
- In the 70 to 79 age group, the sheer number of women with hearing loss approaches that of men, with women at around 6.5M and men numbering over 5M.
- For people aged 80 and older, the number of females with hearing loss exceeds that of males, partly due to different survival rates. In 2020, 61% of the overall US population aged 80 and older is female, the remaining 39% male.

## Hearing loss market size and prevalence by SV #2 and SV #4 for adults ≥20

