

AUDITORY INSIGHT
RESEARCH STUDY

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

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Auditory Insight™

HEARING HEALTHCARE
STRATEGY AND MARKETING CONSULTING

Consumer patient behavior may be measured by how often had hearing tested and regular hearing and use

- This study utilizes two key data sets on consumer patient behavior in seeking treatment for hearing loss
 - How often hearing was tested, even if hearing aid is the primary diagnosis related to hearing loss
 - Hearing aid use, even if hearing aid is the primary treatment device
- This study utilizes four behavioral segments of the hearing loss 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

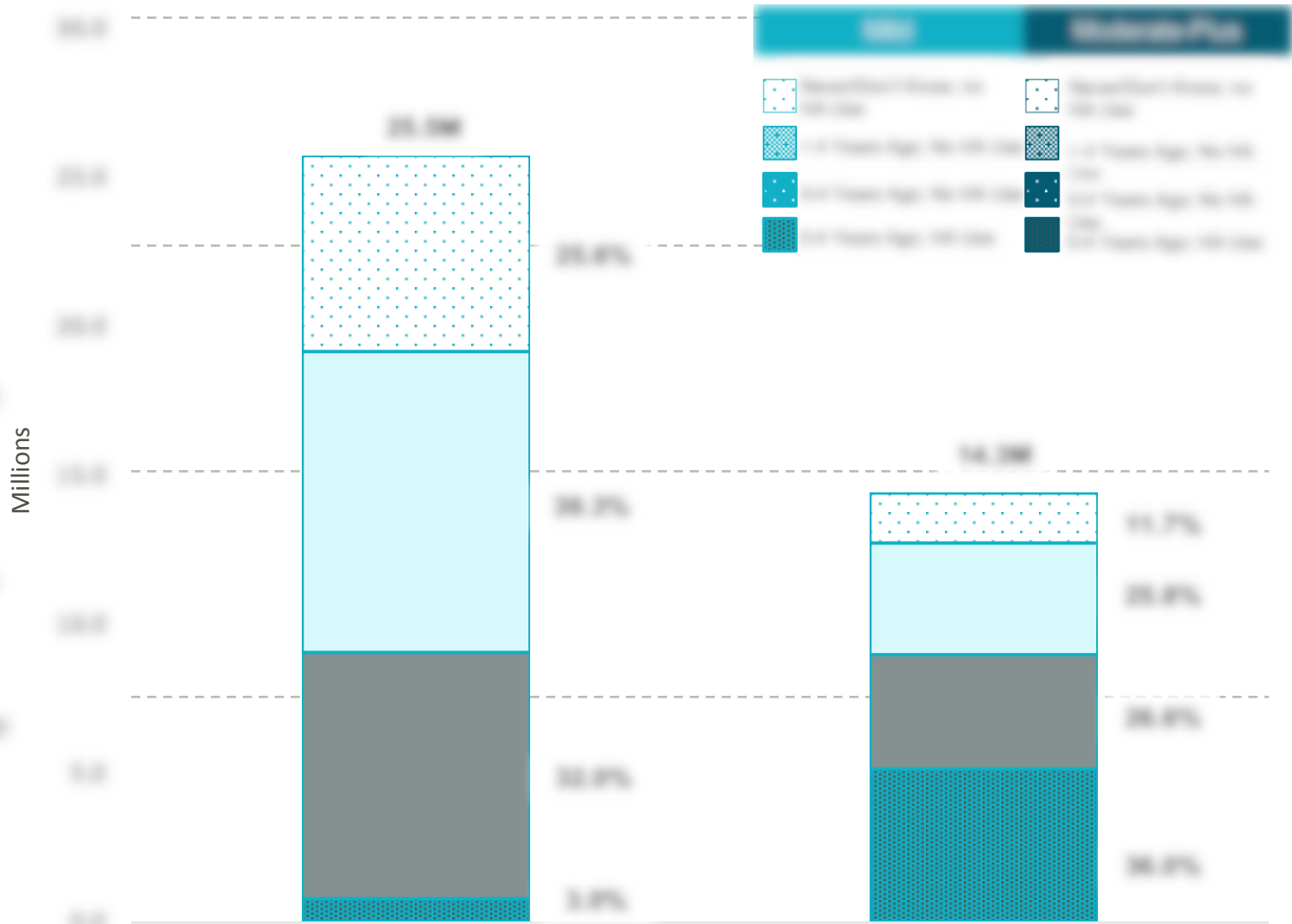
Two key measures of consumer-patient behavior in hearing loss treatment



People with moderate loss are 1.2 times more likely to use a hearing aid

- Representing the number of adults 18 and over with the severity-related, dramatically different behavior between people with mild versus moderate hearing loss
- Compared to people with mild hearing loss, people with moderate hearing loss are
 - 1.2 times more likely to use a hearing aid
 - 1.2 times more likely to have had their hearing tested within the last five years (88% for moderate versus 73% for mild)
 - are 1.2 times more likely to use their hearing tested to be able to read their hearing test
- Auditory Insight recommends a framework for calculating attributable market size based on the two variables above: those who had hearing test and hearing aid use
- The portion of the prevalent market that is attributable is unique to each product and depends on the nature of how the product's features and associated services address current needs in the patient lifecycle with hearing loss

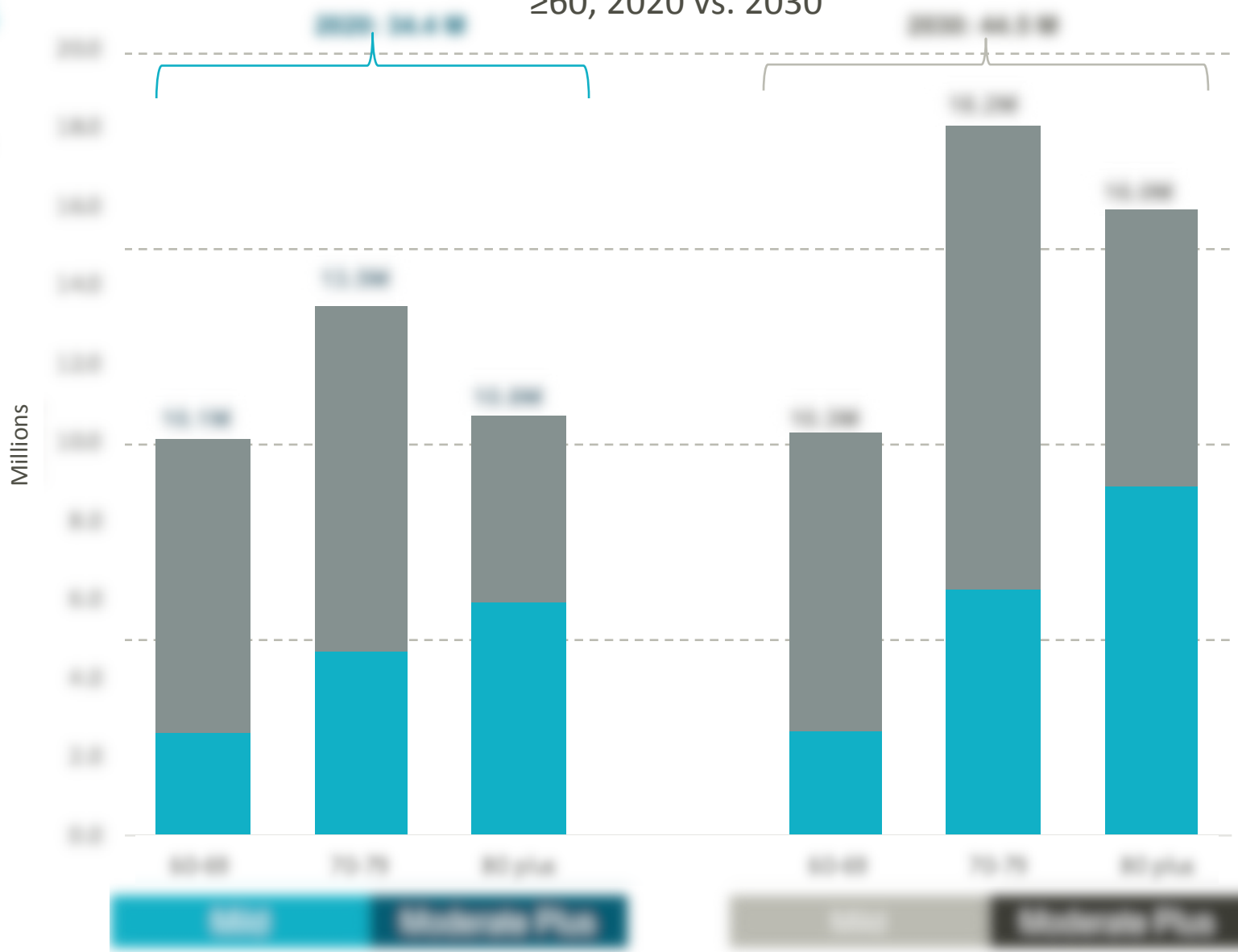
Total hearing loss market segmented by two key behavioral measures and SV #1 for adults ≥50



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

- The prevalent population aged 60 and over with hearing loss will increase by 20% from 2020 to 2030, from 46.4M to 55.7M
- 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. 25.5 million men and 18.5 million women 18 and older will experience hearing loss in 2025.
- In the 40 to 49 age group, which Auditory Insight sees as a key opportunity, more than twice as many males as females have hearing loss in 2025.
- 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 2025, 61% of the overall 18+ 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

