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### **Audiologist Survey Reveals Market Share Gains and Losses for Phonak, Widex and Siemens in \$5.7 Billion Hearing Aid Market**

*Wireless Bluetooth, Cochlear Implant Adoption to Fuel U.S. Hearing Aid Sales to Almost \$8 Billion*

VANCOUVER, Sept. 27, 2011 /PRNewswire/ - According to a new report by iData Research ([www.idataresearch.net](http://www.idataresearch.net)), the leading global authority in medical device market research, the U.S. hearing-aid and audiology device market was valued at over \$5.7 billion in 2011. Technological advancements in cochlear implants, bone-anchored hearing-aids and the introduction of wireless Bluetooth® capability from Starkey, GN Resound and Cochlear America is expected to fuel this market to almost \$8 billion in annual sales by 2018. iData's report is also accompanied by an Audiologist survey, which reveals consumer perception and preferences of hearing-aid brands.

"Over 78% of survey respondents who use Phonak, Starkey and Oticon hearing-aids indicated that quality and customer service were top concerns," says Dr. Kamran Zamanian, CEO of iData. "In contrast, price and ease-of-use were comparatively more important for consumers of Siemens, Lyric, Unitron, and others. In addition, the influence of different advertising media on a consumer's purchase decision had a stark contrast between brands."

The report states that Phonak has gained market share in the retail and wholesale hearing-aid market with the acquisition of large group practices to broaden their U.S. distribution channels. In contrast, Siemens, in an effort to maintain its market share, has undertaken a strategy of price-reductions and formed a strategic alliance with retail giant Amplifon.

"Additionally, the cochlear implant and bone-anchored hearing-aid segments were the fastest-growing," says Dr. Zamanian. "This is due to technological advancements in device size, sound quality and a historically low adoption rate, which is expected to increase with patient awareness campaigns. In addition, emerging bone-anchored hearing-aid competitors such as Sophono and Sonitus Medical are expected

to drive down traditionally higher prices set by Cochlear America and Oticon."

For more information, register **free** on iData's website at: <http://www.idataresearch.net/idata/registration.php>

iData's 4-report series on the: "Markets for Hearing-Aids and Audiology Device" provides a comprehensive analyses of the wholesale and retail hearing-aid markets by style, circuit, battery size and more.

### About iData Research

iData Research ([www.idataresearch.net/idata/discoveridata.php](http://www.idataresearch.net/idata/discoveridata.php)) is an international market research and consulting group focused on providing market intelligence for medical device, dental and pharmaceutical companies. iData covers research in: hearing-devices, cardiovascular, orthopedics and more.

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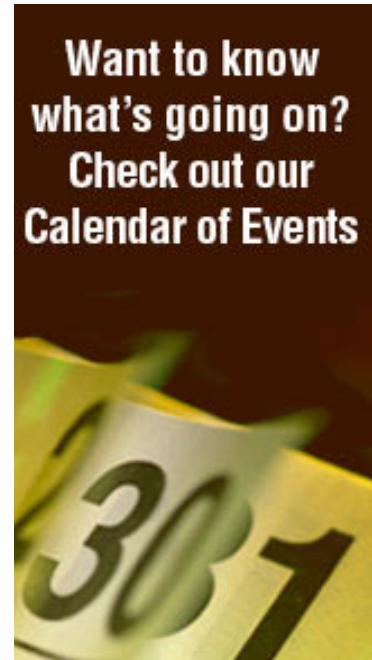
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