

## **Research and Markets: The Global Cochlear Implants Market to Grow At A CAGR Of 13.6 Percent over the Period 2011-2015 Says New Report**

The Associated Press

DUBLIN--(BUSINESS WIRE)--Dec 13, 2012--Research and Markets ([http://www.researchandmarkets.com/research/n9k5v4/global\\_cochlear](http://www.researchandmarkets.com/research/n9k5v4/global_cochlear) ) has announced the addition of the "Global Cochlear Implant Market 2011-2015" report to their offering.

One of the key factors contributing to this market growth is the re-entry of Advanced HiRes 90K Implant in the market. The Global Cochlear Implants market has also been witnessing an increase in the number of product launches and approvals. However, the low public awareness of hearing loss in developing countries could pose a challenge to the growth of this market.

Commenting on the report, an analyst from TechNavio's Healthcare team said: "The Rechargeable Cochlear Implant Devices segment of the Global Cochlear Implant market has been experiencing significant growth recently. For instance, Hansaton Acoustics Inc. introduced AQ Custom Rechargeable ITE in 2010 and the AQ X-Mini Rechargeable Receiver-in-the-Canal (RIC) device in July 2011. Moreover, rechargeable cochlear implant devices are environment friendly and easy to use. Furthermore, the quality and the battery life of these devices are better compared to those using primary cells." According to the report, currently, there has been a significant increase in the sales of cochlear implant devices in the last six years. Most hearing aid manufacturers are gradually moving toward the next generation of cochlear implant products. Hence, there have been significant advancements in the development of cochlear implant devices and accessories recently. This has encouraged consumers to opt for better technology. These devices are gaining the attention of buyers. This in turn is increasing the revenue of the Global Cochlear Implant market.

Further, the report reveals that the Global Cochlear Implant market has been witnessing low public awareness regarding hearing loss, mainly in developing countries in the APAC region.

For more information visit

[http://www.researchandmarkets.com/research/n9k5v4/global\\_cochlear](http://www.researchandmarkets.com/research/n9k5v4/global_cochlear)

CONTACT: Research and Markets Laura Wood, Senior Manager

[press@researchandmarkets.com](mailto:press@researchandmarkets.com) U.S. Fax: 646-607-1907 Fax (outside U.S.):

+353-1-481-1716 Sector:Medical Devices KEYWORD: INDUSTRY KEYWORD: HEALTH

MEDICAL DEVICES SOURCE: Research and Markets Copyright Business Wire 2012

PUB: 12/13/2012 11:00 /DISC: 12/13/2012 11:00

## **Research and Markets: The Global Cochlear Implants Market to Grow At A C**

Published on Medical Design Technology (<http://www.mdtmag.com>)

---

<http://www.businesswire.com/news/home/20121213005905/>

**Source URL (retrieved on 01/27/2015 - 7:44pm):**

[http://www.mdtmag.com/news/2012/12/research-and-markets-global-cochlear-implants-market-grow-cagr-136-percent-over-period-2011-2015-says-new-report?qt-recent\\_content=0&qt-most\\_popular=0](http://www.mdtmag.com/news/2012/12/research-and-markets-global-cochlear-implants-market-grow-cagr-136-percent-over-period-2011-2015-says-new-report?qt-recent_content=0&qt-most_popular=0)