

FOR IMMEDIATE RELEASE

Digital hearing aids gaining market share with the changing consumer perception, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Hearing Aids Market in India 2011 as part of Netscribes' Healthcare Industry report series.

Mumbai, India – March 11, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Hearing Aids Market in India 2011 report. The market is expected to show steady growth owing to the increasing participation of Indian players in manufacturing. Currently, the market is dominated by foreign players. The usage of digital hearing aids is increasing as people are becoming prone to newer technology and their perceptions are changing. Digital units are however priced higher than analog ones which have been traditionally present in the market. Indian market for hearing aids is dependent on imports especially for the digital hearing aids that attract zero duty. Due to growing target population, the market offers huge prospects for players to grow and serve the market in a lucrative way.

The report begins with the introduction section which offers a brief description of the segments in the hearing aids market in India. The market overview section provides an insight into the market and highlights the market size and growth. It also depicts the market segmentation in terms of types of hearing aids popular in the market. It also provides import and export figures of hearing aids in India in terms of both volume and value. Regional break-up of the imports and exports have been included.

An analysis of the drivers explains the factors for growth including changing demographics, growing target consumer group, low market penetration, changing lifestyles, government initiatives and donation programmes by NGOs. Key challenges include lack of standard regulatory structure and lack of awareness.

The competition section provides an overview of the competitive landscape in the industry and highlights the pricing and features of major players operating in the market. It also includes a brief profile of the major players in the market along with their financials. The report also contains information on price comparison for digital and analog models of hearing aids.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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