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Hearing aids in the form of analog units have been traditionally present and used in India. Digital hearing units are finding increased growth in acceptability owing to the changing perceptions and growing base of the target consumer group. The Indian market is largely dependent on imports from foreign countries; domestic players in the country are ramping up their manufacturing facilities. The growing target base of consumers will boost the sales in the market. The government is also helping the players by forwarding donation programmes and by modifying the tax structure. The market is expected to exhibit steady growth in the future.

http://www.bharatbook.com/market-research-reports/healthcare-market-research-report/hearing-aids-market-in-india-2011.html

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 of the industry including changing demographics, growing target consumer group, low market penetration, changing lifestyles, government initiatives and donation programmes by NGOs. The 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.

Market Analysis

For more information kindly visit :

Hearing Aids Market in India 2011

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

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