

Christoph Schwob

Basel (Switzerland)

Specialist shops will always be needed – or will hearing aids soon only be available online?

The shortage of skilled workers is on everyone's lips. There is also a shortage of well-trained personnel in the field of hearing aid acoustics. At the same time, more and more hearing aids are offered on the internet. These offers promise the best of quality without the hassle of visiting a specialist shop.

Based on a review of earlier developments and an outlook into a possible future, I shall provide food for thought:

- Do we have to struggle against online sales?
- Can we prevent them?
- Is our industry well positioned to cope with this trend?

From the answers to these questions, I shall dare a prognosis for the future: not everything will change completely. There is something that will exactly remain the same.