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MarkeTrak25: Industry Landscape and Outlook

This presentation will focus on the recent MarkeTrak2025 (MT25) survey conducted by the Hearing Industries Association. MarkeTrak has been fielded for over 40 years and has been viewed as one of the benchmark surveys into the hearing industry together with EuroTrak. MarkeTrak 25 utilized an online survey to contact over 16,00 households, reaching over 42,000 individuals, resulting in a sample size of over 2,900 individuals with self-reported hearing difficulty. The pool was further segmented into those wearing hearing aids and those that were non-owners. For each group (owners and non-owners), a second online survey was conducted to collect information on their hearing aid journey. Questions included: time of purchase, method of purchase, type of device (OTC segment vs. traditional segment), professional support utilized or sought, adoption rates, and overall satisfaction. We will discuss the results of MarkeTrak25, which includes new data on hearing aid adoption, OTC usage, cochlear implant overview and key data on hearing loss by age. We will also compare the latest data from MT25 to MT22.