

A close-up photograph of a person's hands fitting a hearing aid into the ear of an elderly woman. The woman has short, light-colored hair and is looking slightly to the right. The background is a soft, out-of-focus light color. The entire image has a light purple overlay.

Private Audiology Market

UK Market Provider Statistics
Jan 2025

Rare:[group]

Creating Customer Wins

Private Audiology Market

According to [Hearing Link](#), 1 in 6 of the UK adult population is affected by hearing loss. I have had my own struggles with it, with prolonged bouts of tinnitus as a result of playing in noisy bands over the years, it's a topic that I am very attuned to.

With so many people affected, it's big business for those in the market. Data from the BIHMIA reveals that in Q1 2024, private UK sales rose by 10.2% with the NHS sales increasing up by 14.5% (from 399,360 to 457,362). It's the belief of the BIHMIA, that the increase in sales is driven, in part by public awareness campaigns.

This report into Private Audiology provider statistics serves to compliment our collaboration with Bristol based partners [Agency Medical Marketing](#). You can download our collaborative report [Unlocking Growth in Audiology: A Strategic Guide to 2025 Sales and Marketing Success](#) from our website.

If you would like to know more about hello@rare.consulting.

I hope you find this stats report useful.

Many thanks

Ben Pask

Founder Rare:

www.rare.consulting // www.raremonitor.com

About Rare:

We're Rare:, a data company that specialises in market intelligence and commercial optimisation for the private UK healthcare market.

Working with manufacturers, distributors and healthcare providers, we monitor activity of providers in the UK private market, helping our clients optimise their sales, marketing and commercial excellence operations.

We have decades of experience as a private healthcare consultancy, focusing on delivering accurate and quality data that solves problems for some of the largest and most innovative businesses in the world.

About Rare: Monitor

Rare: Monitor is a commercial excellence tool designed for regulators, manufacturers and providers. Our data set profiles over 95,000 UK healthcare providers on the treatments that they offer, the services they have, their financial turnover, key employees, local market size, social media pages, SEO and PPC performance, and local competition. It is available on subscription for a monthly fee.

About Rare: Monitor Stats Reports

Rare: Monitor stats reports offer a snapshot in time into the current position of the UK market, by sector, using the latest data. In this report we take a look at the the UK private audiology market to understand how the landscape looks in January 2025.

These reports are free to download from our website and if you would like to understand what the data means for your business then please contact us at hello@rare.consulting.

About the data used in this research

Data we used for this analysis comes from Rare: Monitor, and it was accessed in January 2025.

Rare: Monitor: Data used as part of this research report

Provider Category	Number of entities in Rare: Monitor, used in this analysis*
Any UK private healthcare providers, included regulated (CQC, HIS, RQIA, CIW and GPHC)	37,371
Private regulated audiology providers profiled by Rare: Monitor	7,223

**Please note we are reporting on those clinics and providers that have been fully processed in Rare: Monitor and have an active website as of 29th January 2025. For the purpose of analysis we are focusing on those that offer private audiology services. For this report we have removed retail optometry providers, who can be included upon request.*

Each month Rare: Monitor automatically profiles the activities for every UK Health, Wellness and Beauty provider, as such data will change month-on-month.

Further information on our data set can be found on www.raremonitor.com. Data accurate as of 29th January 2025.

Please contact hello@rare.consulting for more information on this analysis.

Private audiology providers: key stats

34% are located in areas of high household income.

84% are single location providers.

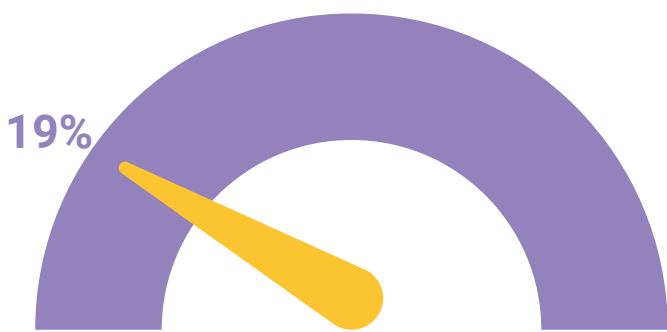
49% of private regulated audiology providers offer ear wax microsuction.

86% of audiology providers are located in urban areas.

38% are large businesses, turning over more than £36 million a year

UK PRIVATE AUDIOLOGY MARKET

January 2025



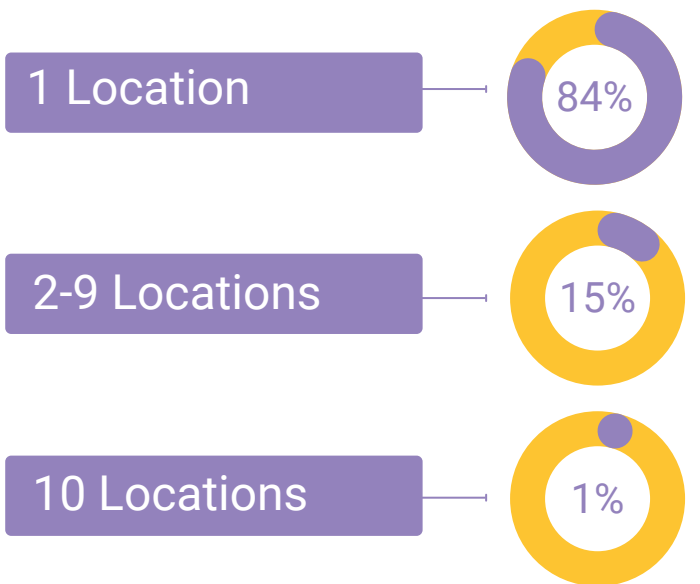
19% OF UK PRIVATE REGULATED HEALTHCARE PROVIDERS OFFER AUDIOLOGY SERVICES

Source: Rare Monitor. January 2025. Base: 37,371 UK private healthcare providers.



AVERAGE NUMBER OF LOCATIONS PER PRIVATE AUDIOLOGY PROVIDER

NUMBER OF CLINICS PER PROVIDER



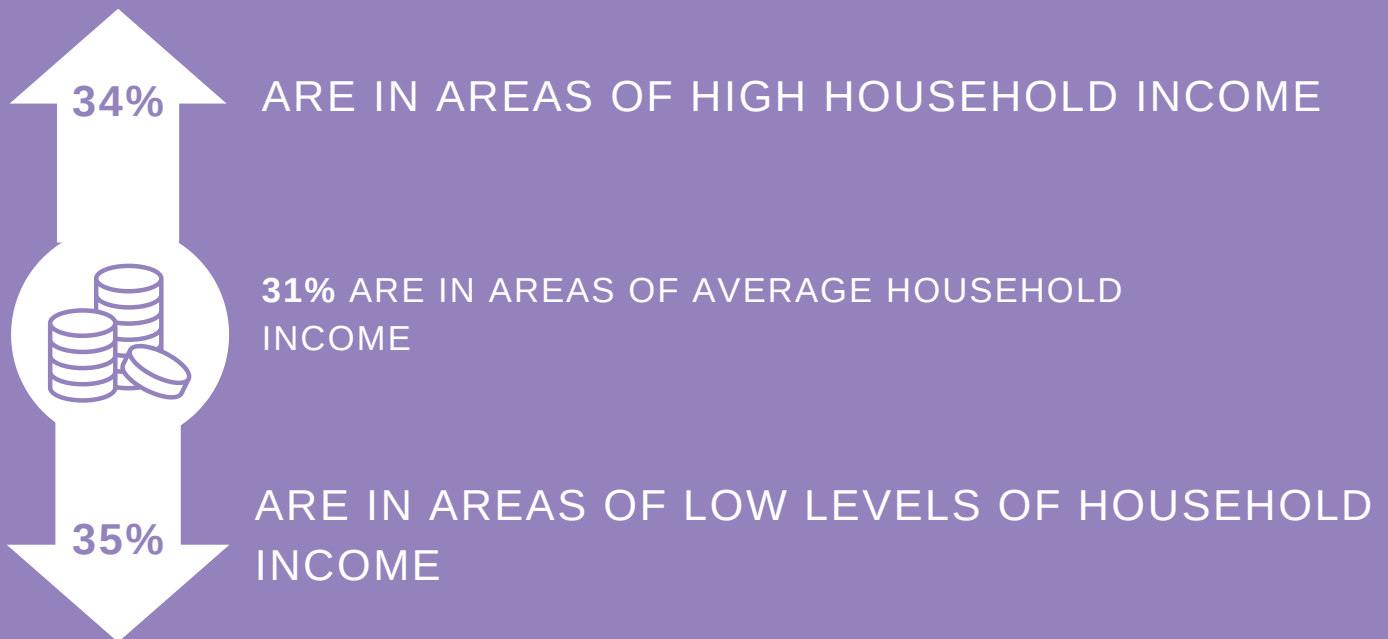
Source: Rare Monitor. Data taken from January 2025. Base: 2,954 different unique audology providers.

BREAKDOWN OF AUDIOLOGY TREATMENTS OFFERED

Earwax microsuction	Adv. Balance Testing	Specialist Devices	Vestibular Rehab.	Tinnitus Treatment	Cochlear and BHAS implants	Comprehensive APD Testing	Advanced Hearing Tests	Premium Hearing Aids
49%	47%	31%	23%	16%	13%	12%	12%	6%

Source: Rare Monitor. January 2025. Base: 7,223 audiology registered clinics.

OF ALL PRIVATE REGULATED HEALTHCARE PROVIDERS OFFERING AUDIOLOGY TREATMENTS

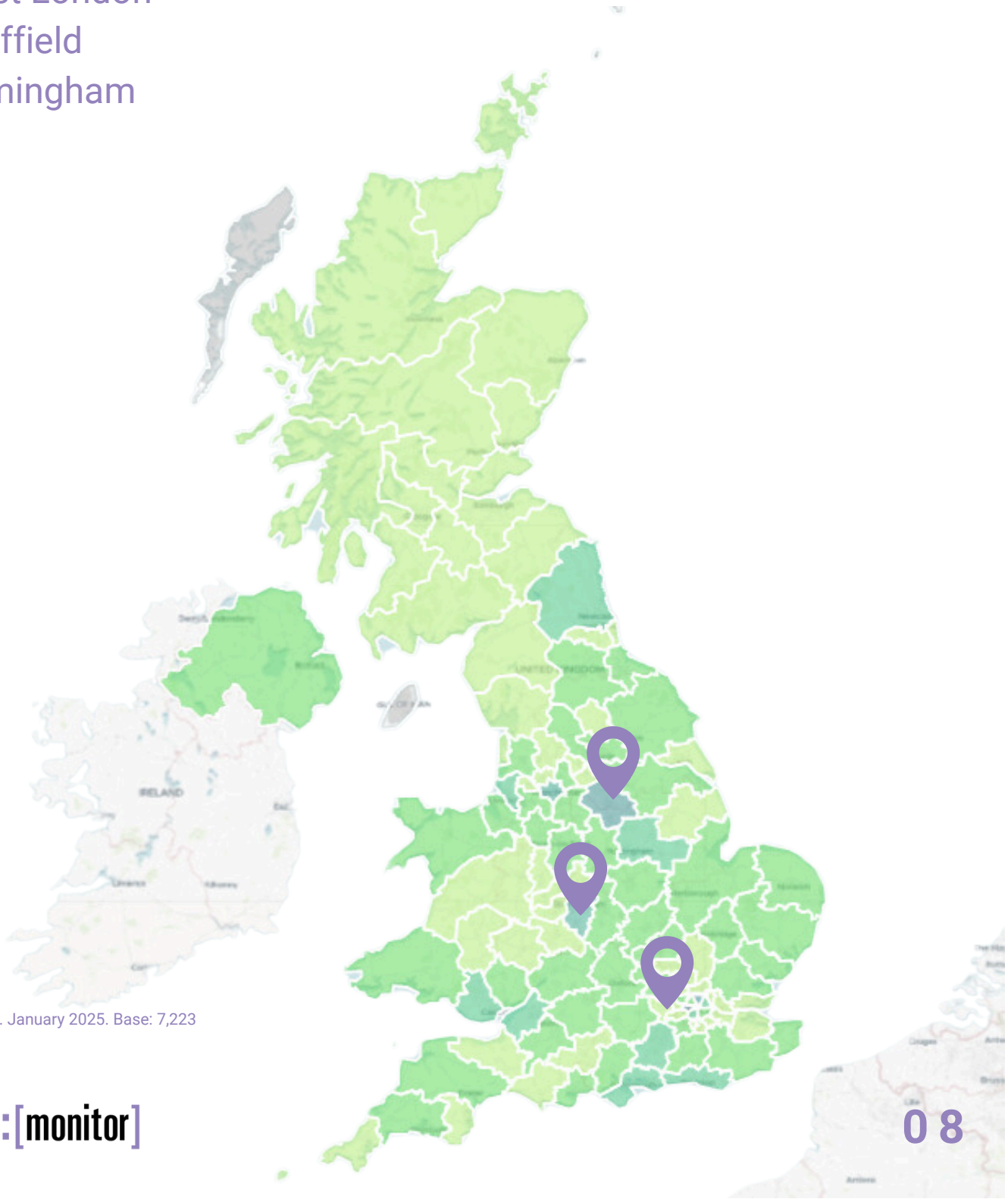


Source: Rare Monitor. January 2025. Base: 6,888 private audiology providers with demographic information.

TOP 3 AREAS WITH HIGHEST DENSITY OF AUDIOLOGY PROVIDERS

TOP RANKING LOCATIONS

- 1. West London
- 2. Sheffield
- 3. Birmingham



Source: Rare Monitor. January 2025. Base: 7,223 audiology providers.

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We are Rare:

With market intelligence data on nearly 100,000 UK-based health beauty and wellness providers, we help

- Pharmaceutical and medical device companies grow.
- Private investors to know where to invest in healthcare.
- Healthcare Providers to know where to open new centres.

Our data services are available on subscription helping commercial excellence, marketing, operations and sales executives develop strategies for success.

Hey life science business. Want to rocket up your sales performance?

Get back 5 hours a week for each of your sales team with Rare Monitor, in prospect research.

[Get a FREE 14 day trial](#)



OF THE PRIVATE
AUDIOLOGY
MARKET IS RUN
BY 10
HEALTHCARE
PROVIDERS



...ARE BASED IN
URBAN LOCATIONS



...ARE BASED IN
AREAS OF HIGH
POPULATION
DENSITY

PRIVATE AUDIOLOGY PROVIDERS BY SIZE

38%



Large

Over £36M T/O
Over 250 employees

7%



Medium

£10M - £36M T/O
50 - 250 employees

17%



Small

£632K-£10M T/O
10-50 employees

38%



Micro

Under £632k T/O
Under 10 employees

Source: Rare Monitor. January 2025. Base: 2,652 unique private audiology providers with known company size.



Thanks

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