

EuroTrak UK 2025: Hearing instrument satisfaction rises, but public awareness still lags

According to new EuroTrak 2025 data, hearing aid users in the UK report higher satisfaction and daily usage of their devices. Yet, adoption rates are slightly declining, and public awareness remains a key barrier to wider hearing aid uptake.

USER SATISFACTION

82% of hearing aid users are **satisfied with their devices** – up from 75% in 2022.

+7 pts

DAILY USAGE

Users now wear hearing aids an average of **9 hours/day** – up from 8.1 in 2022.



QUALITY OF LIFE

96% of users say their hearing aids **improve their quality of life** at least sometimes.



INCREASED FEELING OF INCLUSION

70% of users never feel mocked or rejected because of their hearing aid - UK ranks among the top three countries globally



NHS PROVISION

69% of hearing aids are **provided free by the NHS**.



PRIVATE MARKET TREND

Share of hearing aids purchased through **specialist stores** rose from 16% to **21%**.

TECH TRANSFORMATION

31% of users now report **using an app** with their device (up from 22% in 2022).

76% of these app users express **satisfaction with the digital experience**, a notable jump from 65% previously.



50.5%

of people with hearing loss use hearing aids – Despite a slight decline since 2022 (52.8%), UK has the third highest adoption rate behind Denmark and France

Download the full report here: www.ehima.com/surveys

For more information visit www.HearingYou.org

EuroTrak is the largest exercise to survey population health based on self-reported hearing loss and the experience of hearing-impaired people in terms of receiving diagnosis and treatment. The goal of the survey is to paint a comprehensive picture of the quality of hearing care in major geographies worldwide. The surveys are carried out every three years in a growing number of countries in Europe, East Asia and Oceania.

EuroTrak UK was commissioned by EHIMA and BIHIMA and executed by Anovum (Zurich). A total of 1,285 people with hearing impairment participated.