

Hearing Disorders – Tinnitus

An Attractive But Untapped Opportunity



Reasons to buy this report include to:

- Understand the current market structure and dynamics, including patient flow, treatment algorithms, and pricing and reimbursement considerations
- Provide insight into the unmet needs and target profile required to be competitive in this indication
- Understand the peak sales potential for a novel therapy
- Gain awareness of the potential risks and challenges facing a new entrant

Tinnitus, a hearing disorder whereby individuals perceived there to be sound in the absence of a corresponding external auditory stimulus, appears to have long been sidelined as a target indication given that it is not a life-threatening hearing disorder. Coupled with this, the conventional notion is that many patients are not bothered by it or could be managed with non-pharmacological approaches.

In contrast to these perceptions, this assessment identified tinnitus to possess a number of appealing commercial features which could lead to a potentially sizeable market opportunity, even when considering just the subset of patients where the condition significantly impacts their quality of life.

This report provides an in-depth assessment of the tinnitus market based on detailed desk research and insight from 10 opinion-leading clinicians in the US and Europe, encompassing ear, nose and throat (ENT) specialists as well as audiologists, considering the importance of these groups in the management of tinnitus. Globe Life Sciences has worked alongside Action on Hearing Loss, the UK's national charity for people confronting life-changing deafness, tinnitus and hearing loss, in developing this report.

