

# **Global Cosmetic Dentistry Market Size study, by Product (Dental Implant, Dental Bridge & Crown, Orthodontic Braces, Denture, Dental Laser, Dental Handpiece, Bonding Agent, Dental Chair, CAD/CAM System, Radiology Equipment) End- User (Dental Hospitals and Clinics, Dental Laboratories, Other) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Cosmetic Dentistry Market is valued approximately USD 20.53 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.71 % over the forecast period 2020-2027. Cosmetic Dentistry is related to any work related to dental health which changes and improves the look of a person's gums and teeth. The cosmetic dentistry focuses on enhancement of dental aesthetics in color, position, shape, alignment, and overall smile. The growing focus on dental aesthetics and increasing consumer awareness drives the market growth. As per the American Academy of Cosmetic Dentistry (AACD), around USD 2.75 billion is spent every year on cosmetic dentistry alone in the US. Further increase in innovative treatment methods augment the market growth. Moreover, growing dental tourism in emerging countries and increasing disposable incomes support the market growth. As per the American Academy of Cosmetic Dentistry (AACD), adults between the age group of 31-40 years and baby boomers were most likely to inquire about cosmetic dentistry in the US. It also states that a major segment of cosmetic patients falls in the 40-49 age category, followed by the 50-plus segment (around 25%). Moreover, growing incidences of dental diseases such as caries further fuels the market growth. As per World Health Organization (WHO), as of March 2020, approximately 2.3 billion individuals suffer from caries of permanent teeth and 530 million children suffer from caries of primary teeth. However, high cost of dental imaging systems and lack of reimbursements for cosmetic

dental procedures impedes the growth of the market over the forecast period of 2020-2027. Although, increasing R&D activities presents a lucrative opportunity for the market.

The regional analysis of global Cosmetic Dentistry market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the growing trend of cosmetic surgeries and increasing dental awareness in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising population would create lucrative growth prospects for the Cosmetic Dentistry market across Asia-Pacific region.

Major market player included in this report are:

Henry Schein

DENTSPLY Sirona

Envista Holdings

Align Technology, Inc.

Straumann Holdings AG

3M Company

Kuraray Co. Ltd.

Planmeca Group

Zimmer Biomet Holdings, Inc.

Roland DG

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Dental Implant

Dental Bridge & Crown

Orthodontic Braces

Denture

Dental Laser  
Dental Handpiece  
Bonding Agent  
Dental Chair  
CAD/CAM System  
Radiology Equipment  
By End User:  
Dental Hospitals and Clinics  
Dental Laboratories  
Other

By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018  
Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Cosmetic Dentistry Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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DENTSPLY Sirona  
Envista Holdings  
Align Technology, Inc.  
Straumann Holdings AG  
3M Company  
Kuraray Co. Ltd.  
Planmeca Group  
Zimmer Biomet Holdings, Inc.  
Roland DG

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