

# **Global Invisible Orthodontics Market Size study, by Product (Clear Aligners, Ceramic Braces, Lingual Braces) by Age (Teens, Adults), by End Use (Hospitals, Stand Alone Practices, Group Practices, Others) by Dentist Type (General Dentists, Orthodontists) and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G981ABE3A09EN.html>

Date: July 2024

Pages: 200

Price: US\$ 6,250.00 (Single User License)

ID: G981ABE3A09EN

## **Abstracts**

Global Invisible Orthodontics Market is valued approximately USD 6.1 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 28.50% over the forecast period 2024-2032. Invisible orthodontics, also known as clear aligner therapy, is a revolutionary approach to orthodontic treatment that offers a discreet and convenient alternative to traditional metal braces. Unlike traditional braces, which use metal brackets and wires to straighten teeth, invisible orthodontics utilizes a series of clear, custom-made aligners that are worn over the teeth. These aligners are virtually invisible, making them an attractive option for individuals who desire a more discreet treatment option. Continuous advancements in digital imaging, 3D scanning, and computer-aided design (CAD) technology have significantly improved the design and manufacturing process of clear aligners. These technological innovations enable orthodontists to create more precise treatment plans and customized aligners, leading to better treatment outcomes and patient satisfaction. The integration of artificial intelligence (AI) in treatment planning and teleorthodontics (remote monitoring) is emerging as a trend in the Global Invisible Orthodontics Market. AI algorithms analyze patient data to optimize treatment outcomes, while teleorthodontics allows for convenient remote monitoring of treatment progress, reducing the need for frequent in-person visits.

There is a growing awareness of the importance of orthodontic treatment for improving

oral health and beauty As a result, more individuals are seeking orthodontic treatment to address issues such as crooked teeth, overcrowding, and misalignment. The availability of aesthetic orthodontic options, such as clear aligners, has expanded the market by appealing to patients who may have been hesitant to undergo treatment with traditional braces. Furthermore, Global Invisible Orthodontics Market is driven by prevalence of oral diseases & disorders and rising Disposable Income. However, high cost of invisible orthodontic treatments and limited accessibility in remote areas, on the other hand, would stifle market growth between 2022 and 2032.

The key regions considered for the global Invisible Orthodontics market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the largest regional market in terms of revenue. Rising personal disposable income and healthcare spending, coupled with the presence of certified professionals and well-established healthcare infrastructure, are poised to drive the growth of the invisible orthodontics market. Furthermore, The increasing availability of aesthetic services, combined with widespread acceptance of aesthetic treatments and growing consumer awareness about aesthetics, is anticipated to drive market growth. According to Align Technology, the utilization of invisible orthodontics among North American orthodontists has surged from 67.3 cases per doctor in 2020 to 89.2 cases per doctor in 2022. Similarly, among general practitioners (GPs), utilization has risen from 9.6 cases per doctor in 2020 to 13.9 cases per doctor in 2022. These figures underscore the growing adoption of invisible orthodontics in both orthodontic and general dentistry practices. The market in Asia Pacific region is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:

Institut Straumann AG

SCHEU DENTAL GmbH

Ormco Corporation (Envista)

Henry Schein, Inc.

Align Technology, Inc.

TP Orthodontics, Inc.

K Line Europe GmbH

3M Company

ClearPath Healthcare Services Pvt Ltd

DB Orthodontics, Inc.

The detailed segments and sub-segment of the market are explained below:

By Product

*Global Invisible Orthodontics Market Size study, by Product (Clear Aligners, Ceramic Braces, Lingual Braces) b...*

Clear Aligners  
Ceramic Braces  
Lingual Braces

By Age  
Teens  
Adults

By End Use:  
Hospitals  
Stand Alone Practices  
Group Practices  
Others

By Dentist Type:  
General Dentists  
Orthodontists

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

Middle East & Africa  
Saudi Arabia  
South Africa  
RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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