

Dental Appliance Market - Forecasts from 2020 to 2025

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Abstracts

The dental appliance market is predicted to augment at a CAGR of 7.21% to reach US\$13,200.608 million in 2025 from US\$8,693.250 million in 2019. Dental appliances are referred to as common parts of dentistry and orthodontics that are denoted to any dental device involved in a dental treatment procedure. The appliances can be either permanent or removable. These help in repairing a damaged tooth or teeth or helps in the replacement of missing teeth, hence provide the best outcome from orthodontic care, contributing to improving the overall oral health. The market is projected to grow during the forecast period due to the rising dental health awareness among the individuals at the international level. Hence, people prefer visiting dentists in order to maintain their oral health. The growing disposable income and increasing purchasing power have further allowed individuals to pay attention to enhancing their looks and focus on teeth beautification. Hence, people are opting for teeth alignment and are using braces, further propelling the market growth during the forecast period. Furthermore, booming dental tourism is further providing an impetus in fueling the market growth during the forecast period.

On the basis of geography, North America and Europe are projected to hold a significant market share in the global dental appliances market owing to the advanced dental healthcare facilities in these regions. Furthermore, in the United States, there is a shift from volume-based care to the value-based care, contributing to surging the market growth during the course of the forecast period. On the other hand, the market in the Asia Pacific region is predicted to experience high growth prospects owing to the rising disposable income of the consumers along with the increasing dental health awareness of the individuals.

COVID-19 impact on the dental appliances market: At present, amid novel coronavirus pandemic scenario, the dental industry worldwide is severely affected. This is because of the fact that the viral transmission takes place due to droplet infection, hence,

dentists are facing a tough time. Additionally, dental surgeons are currently at the highest level of risk of contracting and transmitting the deadly virus symptoms. This has resulted in temporary shut-down of dental clinics round the globe, further causing a decline in market growth as well. The reason being, dental appliances are being utilized by the dentists for dental treatment of patients and the closure of dental clinics has impacted the sales of dental appliances to these end-users in a negative manner during the novel coronavirus infection scenario.

The surging demand for cosmetic dentistry is further augmenting the market growth in the forecast period.

As per the United States Bureau of Labour Statistics, there is a demand for licensed dentists, this is further projected to augment by around 18% by the end of 2024. Over 20,000 new dentists are predicted to enter the profession. One of the major reasons driving the increasing demand for dentists includes the increasing global demand for cosmetic dentistry. The growing demand for cosmetic dentistry is further supported by the surging disposable income of the consumers who are willing to spend on their appearance. For example, according to the National Bureau of Statistics of China, the per capita disposable income of residents in China was reported to be around 30,733 yuan in 2019. This was an increase of around 8.9% from the previous year. The per capita disposable income of urban households was recorded as 42,359 yuan. A growth of around 7.9%. Following the deduction of the price factor, the real increase was around 5%, and the per capita disposable income of rural households were reported to be around 16,021 yuan in 2019, achieving a growth of around 9.6% from 2018.

As per the American Academy of Cosmetic Dentistry predictions, it was reported that 99% of the individuals consider that their smile is one of the most essential social assets. Hence, this indicates that cosmetic dentistry is gaining popularity along with high market demand in the forecast period, further providing high growth opportunities for the dental appliances market to thrive during the course of the forecast period. Some of the most demanded cosmetic procedures include teeth whitening and correction of teeth alignment. Consumers visit dentists for veneers, crowns, and braces and hence, improve their teeth appearance and function. In spite of the fact that cosmetic dentistry demand is projected to surge in the forecast period, many insurance companies do not provide reimbursements for expensive dental procedures. However, with the increasing marketing of the products and services, this is contributing to increasing consumer awareness of all the offerings by cosmetic dentistry. Hence, with this, it is indicated that the growth of this sector will remain unaffected by the insurance reimbursements, as individuals at the global level are seeking dental treatment procedures that aid in

improving their appearance.

The booming dental tourism industry worldwide is driving the market growth during the forecast period.

At the international level, dental tourism is gaining popularity, with Hungary, Costa Rica, and Malaysia allowing the inflow of dental tourists every year and are becoming hubs providing efficient dental care. Patients are willing to travel in order to have access to dentists having extensive knowledge, in addition, are offering advanced dental treatments and that too at affordable costs. As there are so many options, individuals travel in order to opt for the best deals and pay for the best services that are cheaper in comparison to their own country. The most popular places for dentures and crowns include the United Kingdom, Mexico, Philippines, Costa Rica, and India.

It has been reported that most Americans are devoid of receiving dental insurance, hence for them a dental procedure may be quite expensive. As per the Centers for Disease Control and Prevention analysis, more than a third of adults in America have not visited any dental professional in 2017. According to the American Dental Association, around 40% of American adults claimed that they did not visit the dentist due to the high cost. Hence, with soaring prices in the home country, patients find it quite convenient to travel to other regions for affordable dental care, further providing strong growth prospects for the market to thrive in the forecast period with a rise in dental tourism.

Segmentation:

By Type

Permanent

Removable

By Product Type

Crowns & Fillings

Bridges

Braces

Others

By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

Middle East and Africa

UAE

Israel

Saudi Arabia

Others

Asia Pacific

Japan

China

India

Australia

Others

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