

# Dental Equipment Market (Dental Radiology, CAD/CAM, Dental Chairs, Dental Lasers) Current Trends, Opportunities - Global Forecast to 2019

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## Abstracts

The global dental equipment market is categorized on the basis of product and geography. The dental systems and equipment market is expected to register the highest growth rate in the dental equipment market during the forecast period (2014 to 2019). This high growth is attributed to the rising aging population and the increasing demand for cosmetic dentistry. Various conferences and symposiums are being conducted to spread awareness for oral hygiene. For instance, in August 2013, the International Symposium on Dental Hygiene was organized in Cape Town, South Africa, to discuss the importance of oral hygiene.

Major factors contributing to the growth of the dental equipment market include the rising aging population, demand for cosmetic dentistry, and dental tourism. Furthermore, new devices are being launched in the market owing to the continuous advancements in technology, which is another major factor providing impetus for the growth of this market. The emerging Asian regions are likely to provide growth opportunities for the dental equipment market. However, factors such as lack of reimbursement may restrain the growth of this market.

Apart from the comprehensive geographic and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by the industry players over the last three years. In addition, the company profiles comprise the basic views on the key players in the dental equipment market and the product portfolios, developments, and strategies adopted by the market players to maintain and increase their market shares in the near future. The above mentioned market research data, current market size, and forecast of the future trends will help the key players and new entrants to make the necessary decisions regarding product

offerings, geographical focus, change in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

### **Reasons to Buy the Report**

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms garner a greater market share. Firms purchasing the report can use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

### **The report provides insights on the following pointers:**

**Market Penetration:** Comprehensive information on product portfolios of the top players in the dental equipment market. The report analyzes the dental equipment market by product and geography

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the dental equipment market

**Competitive Assessment:** In-depth assessment of the market strategies, geographical and business segments, and product portfolios of the leading players in the dental equipment market

**Market Development:** Comprehensive information about the emerging markets. The report analyzes the market for various dental equipment products across geographies

**Market Diversification:** Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the dental equipment market

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## About

Dental systems and equipment comprises basic equipment that is used to diagnose or treat dental abnormalities and diseases. Basic equipment includes dental chairs, handpieces, CAD/CAM systems, instrument delivery systems, light cure equipment, and scaling units. Dental chairs and handpieces are the most fundamental and indispensable equipment in dentistry.

Improved product design as a result of technological advancements has greatly facilitated better patient diagnosis and treatment. Dental equipment manufacturers, such as A-Dec Inc. and Sirona Dental Systems Inc., offer products like dental chairs with enhanced ergonomics and improved CAD/CAM systems. These products incorporate innovative technologies that provide increased patient comfort and convenience and also enable speedy treatment procedures, thereby reducing patient chair time.

Product offerings that include a combination of two or three systems or instruments are greatly preferred by dentists due to the numerous benefits associated with them. For instance, dental chairs are now fitted with intraoral cameras, CAD/CAM units, or are accompanied by instrument delivery systems and other accessories. Such packaged offerings, also called as product bundling, have led to an increased demand for these systems and equipment. Certain key market players like Planmeca Oy and Midmark Corporation offer such integrated solutions.

The major players in this market include A-Dec Inc. (U.S.), Midmark Corporation (U.S.), Planmeca Oy (Finland), and Sirona Dental Systems (U.S.).

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