

# Australia Dental Implants And Prosthetics Market By Implant Material (Titanium, Zirconium), Prosthetic Product (Bridges, Crowns, Dentures), Denture Type (Partial, Complete), and Abutment Type (Definitive, Temporary)-Forecast To 2020

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## Abstracts

Dental implants, also known as endosseous fixtures, are artificial tooth roots that are placed into the jaw to support restorations for the missing teeth. Dental implants provide a strong foundation and are an ideal option for people who have lost their teeth (or a tooth) due to periodontal disease, an injury, or some other reason. Prosthetics dentistry involves the diagnosis and treatment of infected teeth as well as the reconstruction of missing teeth with the use of crowns, bridges, implants, and dentures. Dental prosthetics treatments offer a more permanent solution than endodontic treatments mainly due to the recent technological advancements, such as CAD/CAM dentistry in prosthetics.

The Australian dental implants & prosthetics market is largely driven by rising incidences of dental caries and other periodontal diseases among the aging baby boomers. Rising disposable income, increasing willingness to spend out of pockets for dental implants, and increasing awareness about quality dental care are further expected to drive the growth of this market.

The report analyzes the dental implants market by material and by procedure. Based on the material used, dental implants are segmented into two categories, namely, titanium implants and zirconium implants. The dental prosthetics market is segmented into crowns & bridges, abutments, and dentures. The Australian dental implants & prosthetics market has experienced strong growth over the past few years, and is further expected to grow at an approximate CAGR of 7.8% during the forecast period of

2015 to 2020. Increasing adoption of dental implants due to better aesthetics and ease of cleaning will help the growth of this market as opposed to dental prosthetics. Better customization of dental implants with the help of CAD/CAM technologies is further expected increase the adoption rate of these products.

The Australian dental implants and prosthetics market has a tremendous growth potential mainly due to increasing demand, increase in purchasing power, and increasing consumer acceptance of advanced dental technologies. Some of the major players in this market include Straumann (Switzerland), DENTSPLY International (U.S.), Zimmer Holdings (U.S.), Biomet 3i (U.S.), 3M ESPE (U.S.), Danaher Corporation (U.S.), Avinent Implant System (Spain), and OSSTEM IMPLANT Co. Ltd. (South Korea). Amidst the increasing competition, acquisitions and new product launches have helped these companies to not only maintain their market share but grow in this market.

#### Reasons to Buy the Report:

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

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on the product portfolios offered by the top players in the dental implants & prosthetics market. The report analyzes the dental implants & prosthetics market by product.

**Product Development/Innovation:** Detailed insights on the upcoming trends, research and development activities, and new product launches in the dental implants & prosthetics market.

**Market Development:** Comprehensive information about the lucrative emerging markets by product, functionality, and geography.

**Market Diversification:** Exhaustive information about new products, growing geographies, recent developments, and investments in the dental implants & prosthetics market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, products, distribution networks, manufacturing capabilities, and SWOT analyses of the leading players in the dental implants & prosthetics market.

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