

Extraoral Imaging Market Forecasts to 2030 – Global Analysis By Product (Extraoral X-ray 2D Imaging Equipment, CBCT Equipment, Intraoral X-ray Devices, Intraoral Cameras, Intraoral Scanners, and Other Products), Type, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Extraoral Imaging Market is accounted for \$1036.1 million in 2025 and is expected to reach \$1943.2 million by 2032 growing at a CAGR of 9.4% during the forecast period. Extraoral Imaging refers to dental radiographic techniques that capture images of the oral and maxillofacial region from outside the mouth. Using devices like panoramic X-rays or cone-beam computed tomography (CBCT), it visualizes teeth, jaws, and surrounding structures for diagnostic purposes. This method aids in detecting dental abnormalities, planning orthodontic treatments, and assessing bone structure, offering detailed, non-invasive insights with minimal radiation exposure, enhancing precision in dental care and treatment planning.

Market Dynamics:

Driver:

Increasing dental and orthodontic cases.

The increasing prevalence of dental and orthodontic cases worldwide is one of the major factors driving the growth of the extraoral imaging market. With rising awareness about oral health and aesthetics, more individuals are seeking orthodontic treatments such as braces, aligners, and other dental procedures, which require advanced imaging

solutions. Technological advancements in imaging techniques, such as high-definition X-rays and cone-beam computed tomography (CBCT), are also enhancing diagnostic precision and improving treatment outcomes, making these systems highly sought after in dental clinics and hospitals.

Restraint:

Limited access in rural areas.

Despite the growth potential, the extraoral imaging market faces challenges due to the high cost associated with purchasing and maintaining advanced imaging equipment. The installation of these systems requires significant capital investment, which may not be affordable for small or medium-sized dental practices, especially in emerging markets. Regulatory constraints and the need for frequent equipment calibration and maintenance further add to the operational challenges, reducing the overall adoption rate, particularly in developing economies.

Opportunity:

Growing dental clinic chains in emerging markets.

The growing number of dental clinic chains in emerging markets presents a significant opportunity for the extraoral imaging market. As dental care accessibility increases across regions like Asia Pacific and Latin America, there is a surge in demand for high-quality imaging equipment for accurate diagnostics and treatment planning. Moreover, innovations in portable and compact imaging solutions are expected to open up new opportunities for small practices, mobile dental services, and even schools or community health centers. The increasing popularity of preventive dental care and cosmetic dentistry also boosts the demand for these imaging technologies, expanding their application scope.

Threat:

Dependence on infrastructure for digital systems.

The primary threat to the extraoral imaging market comes from the ongoing competition from intraoral imaging technologies. Intraoral X-ray systems are often perceived as more cost-effective and easier to use, particularly for smaller dental practices. The development of radiation-free imaging technologies, such as ultrasound-based dental

imaging, poses a threat to traditional X-ray solutions. Furthermore, the rapid pace of technological advancements could lead to shorter product lifecycles, necessitating frequent upgrades and higher costs for dental practices to remain competitive.

Covid-19 Impact:

The Covid-19 pandemic significantly impacted the extraoral imaging market due to lockdowns, social distancing measures, and a temporary decrease in dental visits during the initial stages of the pandemic. The pandemic also accelerated the trend toward tele-dentistry and virtual consultations, increasing the demand for remote diagnosis tools and digital imaging systems. Consequently, the market is expected to recover as dental practices invest in upgraded imaging technologies to support patient care and reduce the risk of infection.

The extraoral X-ray 2D imaging equipment segment is expected to be the largest during the forecast period

The extraoral X-ray 2D imaging equipment segment is expected to account for the largest market share during the forecast period due to its widespread use in routine dental examinations and diagnostic procedures. Additionally, 2D X-ray systems are relatively affordable compared to advanced 3D imaging systems, making them accessible to a wide range of dental clinics. The simplicity and speed of these devices make them a preferred choice for general dental practitioners. As the demand for basic diagnostic tools remains high, this segment is expected to hold the largest market share in the coming years.

The cephalometric X-rays segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cephalometric X-rays segment is predicted to witness the highest growth rate due to their critical role in orthodontics. These X-rays provide detailed side-view images of the head, which are essential for assessing facial and jawbone growth, analyzing tooth alignment, and planning orthodontic treatments. In addition, advancements in cephalometric imaging technology, such as improved resolution and reduced radiation exposure, are contributing to the segment's growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to its well-established healthcare infrastructure, high dental care expenditure, and early adoption of advanced imaging technologies. The presence of a large number of dental professionals and specialists who prioritize cutting-edge diagnostic tools further supports the region's market dominance. Additionally, regulatory support, such as reimbursement policies for diagnostic imaging in dental procedures, boosts market growth. The U.S., in particular, leads the region with a high concentration of dental practices and orthodontic clinics, driving the demand for advanced extraoral imaging systems.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR. This growth can be attributed to the rising dental care awareness, expanding healthcare infrastructure, and increasing disposable incomes in countries like China, India, and Southeast Asian nations. Furthermore, the proliferation of dental clinic chains and the expansion of medical tourism in the region create significant growth opportunities for the extraoral imaging market. As the region's dental services market continues to mature, the demand for sophisticated diagnostic tools like extraoral imaging equipment is expected to rise rapidly.

Key players in the market

Some of the key players in Extraoral Imaging Market include Envista Holdings, Planmeca OY, ACTEON, Dentsply Sirona, Carestream Dental, VATECH, Owandy Radiology, DURR DENTAL SE, Asahi Roentgen, Prexion, Inc., Flow Dental, FONA Italy, Cefla s.c and Midmark Corporation.

Key Developments:

In March 2025, Planmeca OY introduced the Planmeca Viso G9, a high-resolution CBCT system for dental imaging, offering 3D scans with 30% lower radiation exposure.

In February 2025, Dentsply Sirona launched the Orthophos X, an advanced extraoral imaging system with AI-assisted diagnostics for faster orthodontic treatment planning.

In January 2025, Carestream Dental unveiled the CS 8200 3D Neo, a compact extraoral imaging unit with enhanced panoramic imaging for small dental practices.

Products Covered:

Extraoral X-ray 2D Imaging Equipment

CBCT Equipment

Intraoral X-ray Devices

Intraoral Cameras

Intraoral Scanners

Other Products

Types Covered:

Cephalometric X-rays

Panoramic X-rays

Tomographic X-rays

Computed Tomography (CT) Scans

Digital X-rays

Other Types

Technologies Covered:

Analog X-ray Systems

Digital X-ray Systems

3D Imaging Systems

Phosphor Plate Systems

Flat-panel Detectors

Other Technologies

Applications Covered:

Orthodontics

Implantology

Endodontics

Oral & Maxillofacial Surgery

Other Applications

End Users Covered:

Dental Hospitals & Clinics

Diagnostic Imaging Centers

Academic & Research Institutes

Forensic Laboratories

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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