

Orthodontic Headgear Market Forecasts to 2032 – Global Analysis By Type (Cervical-Pull Headgear, High-Pull Headgear, Reverse-Pull, and Other Types), Material Type, Application, End User and By Geography

<https://marketpublishers.com/r/O77EAD3D71A9EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: O77EAD3D71A9EN

Abstracts

According to Statistics MRC, the Global Orthodontic Headgear Market is accounted for \$1.22 billion in 2025 and is expected to reach \$1.97 billion by 2032 growing at a CAGR of 7.1% during the forecast period. Orthodontic headgear is a specialized device in dentistry designed to address bite irregularities and jaw alignment issues. By exerting controlled external pressure on teeth and jaw structures, it complements braces in achieving optimal results. The appliance generally includes straps or a framework placed around the head or neck, connected to intraoral orthodontic equipment. Commonly prescribed for growing patients, headgear assists in guiding jaw development, preventing worsening misalignment, and supporting comprehensive orthodontic correction.

According to a study published by MDPI, malocclusion rates among preschool children globally range widely, from 28.4% to 83.9%, with over half of these rates exceeding 50%.

Market Dynamics:

Driver:

Increasing prevalence of malocclusion and dental disorders

The growing incidence of dental misalignments and jaw irregularities is fueling demand

for orthodontic headgear solutions. As awareness of oral health rises, more individuals are seeking corrective treatments for functional and aesthetic concerns. Advancements in diagnostic imaging and 3D dental mapping are enabling earlier detection and personalized treatment planning. Both pediatric and adult populations are contributing to the surge in orthodontic interventions. Emerging markets are witnessing increased access to dental care, further expanding the patient pool. This trend is accelerating innovation in headgear design and integration with digital orthodontic platforms.

Restraint:

Patient discomfort and compliance issues

Many users report challenges with prolonged wear, social stigma, and sleep disruption, affecting treatment adherence. Manufacturers are exploring ergonomic designs and lightweight materials to enhance comfort and usability. Smart headgear systems with wear-time tracking and alerts are being developed to improve compliance. However, customization and digital monitoring add complexity to regulatory approvals and cost structures. These limitations may slow down market penetration, especially in regions with limited orthodontic infrastructure.

Opportunity:

Rising demand for customized and aesthetic headgear

The shift toward personalized orthodontic care is driving interest in headgear that aligns with individual preferences and lifestyle needs. Patients increasingly seek discreet, stylish, and comfortable solutions that blend with daily routines. Innovations in 3D printing and CAD/CAM technologies are enabling tailor-made headgear with improved fit and visual appeal. Aesthetic enhancements such as color options, transparent components, and minimalistic designs are gaining traction. Integration with mobile apps for progress tracking and virtual consultations is also enhancing patient engagement. This evolution is opening new avenues for premium product lines and niche market segments.

Threat:

Competition from clear aligners and invisible braces

The rapid adoption of clear aligners and invisible braces poses a major threat to traditional headgear systems. These alternatives offer greater comfort, aesthetic appeal, and convenience, especially for mild to moderate malocclusions. Tech-driven brands are leveraging AI-based treatment planning and direct-to-consumer models to disrupt conventional orthodontics. Headgear manufacturers face pressure to innovate or risk losing relevance in a market shifting toward invisible solutions. Strategic collaborations with digital orthodontic platforms may help mitigate this threat. However, without significant differentiation, headgear products may struggle to retain younger, image-conscious consumers.

Covid-19 Impact:

The pandemic significantly disrupted orthodontic care, delaying non-urgent treatments and reducing patient visits. Lockdowns and supply chain interruptions led to shortages in orthodontic components and materials. However, the crisis accelerated the adoption of tele-orthodontics and remote monitoring technologies. Clinics began integrating virtual consultations and AI-driven treatment simulations to maintain continuity of care. Regulatory bodies introduced fast-track approvals for digital orthodontic tools, boosting innovation. Post-Covid strategies now emphasize resilience, decentralized care models, and hybrid treatment approaches combining in-person and remote modalities.

The cervical-pull headgear segment is expected to be the largest during the forecast period

The cervical-pull headgear segment is expected to account for the largest market share during the forecast period, due to its effectiveness in treating Class II malocclusions. Its design allows for controlled distal movement of molars, making it a preferred choice among orthodontists. Recent developments include pressure-sensitive modules and adjustable force systems for enhanced precision. The segment benefits from widespread clinical adoption and compatibility with various bracket systems. Manufacturers are also introducing modular designs that improve patient comfort and reduce treatment time. As demand for reliable and cost-effective solutions grows, cervical-pull headgear continues to lead in usage and innovation.

The orthodontic centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the orthodontic centers segment is predicted to witness the highest growth rate, driven by their specialization and advanced treatment capabilities.

These facilities are increasingly equipped with digital imaging, AI-based treatment planning, and robotic-assisted adjustment tools. Patients prefer dedicated centers for their expertise, shorter wait times, and personalized care. Integration of cloud-based patient records and remote monitoring is enhancing operational efficiency. Emerging trends include subscription-based orthodontic plans and bundled services for comprehensive care. As demand for specialized orthodontic services rises, these centers are becoming central to market expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to its expanding dental care infrastructure and growing middle-class population. Countries like China, India, and South Korea are investing heavily in orthodontic clinics and training programs. Government initiatives promoting oral health awareness and subsidized treatments are boosting demand. The region is also witnessing rapid adoption of digital orthodontic technologies and mobile health platforms. Local manufacturers are entering the market with cost-effective headgear solutions tailored to regional needs. Strategic partnerships with global players are enhancing innovation and distribution capabilities across Asia Pacific.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, fueled by its technological leadership and robust healthcare ecosystem. The U.S. and Canada are pioneering smart orthodontic devices, AI-driven diagnostics, and wearable compliance trackers. Regulatory agencies are streamlining approvals for next-gen headgear systems, encouraging faster market entry. Orthodontic practices are integrating IoT-enabled tools and cloud-based treatment platforms to optimize workflows. The region benefits from high insurance coverage and consumer willingness to invest in aesthetic dental solutions.

Key players in the market

Some of the key players in Orthodontic Headgear Market include 3M Company, Ormco Corporation, Adenta GmbH, TP Orthodontics, Inc., American Orthodontics, Rocky Mountain Orthodontics, DB Orthodontics, Plaza Orthodontics, Dentaurum Inc., Ortho Kinetics Corporation, Dentsply Sirona, Henry Schein, Inc., Great Lakes Dental Technologies, G&H Orthodontics, and Protec Dental Laboratories.

Key Developments:

In December 2024, 3M and US Conec Ltd. announced a strategic licensing agreement for 3M™ Expanded Beam Optical Interconnect technology, a solution to meet the performance and scalability needs of next-generation data centers and advanced network architectures. The collaboration combines advanced optical technology from 3M with US Conec's expertise in high-density connectivity systems, expanded beam optics, and precision manufacturing to help deliver innovative solutions tailored to the evolving demands of modern networks.

In June 2022, Spark™ Clear Aligners announced in partnership with internationally famous member of K-Pop band Got7, singer, songwriter, gamer, and model, Mark Tuan, will be "Gifting Smiles" to five of his fans. Starting June 15th, 2022, the contest offers teens and adults the chance to win orthodontic treatment in conjunction with Spark Aligners "My True Smile" campaign. The campaign breaks away from convention by partnering with celebrities who have demonstrated vulnerability and inner strength that inspires their fans.

Types Covered:

Cervical-Pull Headgear

High-Pull Headgear

Reverse-Pull

Other Types

Material Types Covered:

Stainless Steel

Plastic/Polymer

Other Materials

Applications Covered:

Overbite

Overjet

Other Alignment Disorders

End Users Covered:

Hospitals & Clinics

Orthodontic Centers

Dental Academic Institutes

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL ORTHODONTIC HEADGEAR MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Cervical-Pull Headgear
- 5.3 High-Pull Headgear
- 5.4 Reverse-Pull
- 5.5 Other Types

6 GLOBAL ORTHODONTIC HEADGEAR MARKET, BY MATERIAL TYPE

- 6.1 Introduction
- 6.2 Stainless Steel
- 6.3 Plastic/Polymer
- 6.4 Other Materials

7 GLOBAL ORTHODONTIC HEADGEAR MARKET, BY APPLICATION

- 7.1 Introduction
- 7.2 Overbite
 - 7.2.1 Age Group 11–20
 - 7.2.2 Age Group 21–25
 - 7.2.3 Age Group 26–30
- 7.3 Overjet
- 7.4 Other Alignment Disorders
 - 7.4.1 Underbite
 - 7.4.2 Crossbite

8 GLOBAL ORTHODONTIC HEADGEAR MARKET, BY END USER

- 8.1 Introduction
- 8.2 Hospitals & Clinics
- 8.3 Orthodontic Centers
- 8.4 Dental Academic Institutes
- 8.5 Other End Users

11 GLOBAL ORTHODONTIC HEADGEAR MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America

- 11.2.1 US
- 11.2.2 Canada
- 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 3M Company
- 13.2 Ormco Corporation
- 13.3 Adenta GmbH
- 13.4 TP Orthodontics, Inc.
- 13.5 American Orthodontics
- 13.6 Rocky Mountain Orthodontics
- 13.7 DB Orthodontics
- 13.8 Plaza Orthodontics
- 13.9 Dentaaurum Inc.
- 13.10 Ortho Kinetics Corporation
- 13.11 Dentsply Sirona
- 13.12 Henry Schein, Inc.
- 13.13 Great Lakes Dental Technologies
- 13.14 G&H Orthodontics
- 13.15 Protec Dental Laboratories

List Of Tables

LIST OF TABLES

Table 1 Global Orthodontic Headgear Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Orthodontic Headgear Market Outlook, By Type (2024-2032) (\$MN)

Table 3 Global Orthodontic Headgear Market Outlook, By Cervical-Pull Headgear (2024-2032) (\$MN)

Table 4 Global Orthodontic Headgear Market Outlook, By High-Pull Headgear (2024-2032) (\$MN)

Table 5 Global Orthodontic Headgear Market Outlook, By Reverse-Pull (2024-2032) (\$MN)

Table 6 Global Orthodontic Headgear Market Outlook, By Other Types (2024-2032) (\$MN)

Table 7 Global Orthodontic Headgear Market Outlook, By Material Type (2024-2032) (\$MN)

Table 8 Global Orthodontic Headgear Market Outlook, By Stainless Steel (2024-2032) (\$MN)

Table 9 Global Orthodontic Headgear Market Outlook, By Plastic/Polymer (2024-2032) (\$MN)

Table 10 Global Orthodontic Headgear Market Outlook, By Other Materials (2024-2032) (\$MN)

Table 11 Global Orthodontic Headgear Market Outlook, By Application (2024-2032) (\$MN)

Table 12 Global Orthodontic Headgear Market Outlook, By Overbite (2024-2032) (\$MN)

Table 13 Global Orthodontic Headgear Market Outlook, By Age Group 11–20 (2024-2032) (\$MN)

Table 14 Global Orthodontic Headgear Market Outlook, By Age Group 21–25 (2024-2032) (\$MN)

Table 15 Global Orthodontic Headgear Market Outlook, By Age Group 26–30 (2024-2032) (\$MN)

Table 16 Global Orthodontic Headgear Market Outlook, By Overjet (2024-2032) (\$MN)

Table 17 Global Orthodontic Headgear Market Outlook, By Other Alignment Disorders (2024-2032) (\$MN)

Table 18 Global Orthodontic Headgear Market Outlook, By Underbite (2024-2032) (\$MN)

Table 19 Global Orthodontic Headgear Market Outlook, By Crossbite (2024-2032) (\$MN)

Table 20 Global Orthodontic Headgear Market Outlook, By End User (2024-2032)

(\$MN)

Table 21 Global Orthodontic Headgear Market Outlook, By Hospitals & Clinics
(2024-2032) (\$MN)

Table 22 Global Orthodontic Headgear Market Outlook, By Orthodontic Centers
(2024-2032) (\$MN)

Table 23 Global Orthodontic Headgear Market Outlook, By Dental Academic Institutes
(2024-2032) (\$MN)

Table 24 Global Orthodontic Headgear Market Outlook, By Other End Users
(2024-2032) (\$MN)

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

I would like to order

Product name: Orthodontic Headgear Market Forecasts to 2032 – Global Analysis By Type (Cervical-Pull Headgear, High-Pull Headgear, Reverse-Pull, and Other Types), Material Type, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/O77EAD3D71A9EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O77EAD3D71A9EN.html>