

Orthodontic Consumables Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Anchorage Appliances, Ligatures, Brackets, Archwires, Others), By End Use (Hospitals and Dental Clinics), By Region and Competition, 2020-2030F

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Abstracts

Global Orthodontic Consumables Market was valued at USD 2.86 Billion in 2024 and is expected to reach USD 4.03 Billion by 2030 with a CAGR of 5.86% during the forecast period. The global orthodontic consumables market is being driven by several key factors, including increasing awareness about oral health, rising demand for cosmetic dentistry, and advancements in orthodontic technologies. The growing focus on aesthetics, especially among younger populations, has significantly boosted the demand for braces, aligners, and retainers. Technological innovations such as 3D imaging, digital impressions, and clear aligner systems have improved treatment accuracy and comfort, making orthodontic solutions more appealing to patients. The rise in disposable income, particularly in emerging markets, has also contributed to market growth, as more individuals can now afford orthodontic treatments. The expanding availability of orthodontic services and the increasing prevalence of malocclusion are further propelling the market's expansion.

Key Market Drivers

Growing Awareness of Oral Health and Aesthetics

The growing awareness surrounding oral health and aesthetics plays a significant role in driving the global orthodontic consumables market. With increasing access to



information and education, individuals are becoming more conscious of the importance of maintaining good oral hygiene and the role orthodontic care plays in achieving not only healthier teeth but also more aesthetically pleasing smiles. The WHO Global Oral Health Status Report (2022) estimated that nearly 3.5 billion people worldwide are affected by oral diseases, with three out of four individuals living in middle-income countries. It is estimated that 2 billion people globally suffer from caries in permanent teeth, while 514 million children are affected by caries in primary teeth.

The desire for a perfect smile is no longer limited to a younger demographic; adults and even seniors are increasingly seeking orthodontic treatments for cosmetic purposes. Social media, where individuals share images of their appearances, has also contributed to this trend by amplifying the desire for a perfect smile. As a result, people are more inclined to seek orthodontic treatments, including braces, retainers, and clear aligners, to enhance their facial aesthetics. This cultural shift has led to a growing demand for orthodontic consumables such as brackets, wires, aligners, and other components that help achieve and maintain the desired look, thus fostering market growth.

The trend is also supported by rising awareness of the importance of early intervention in children's orthodontic care, as well as the awareness of the long-term benefits of orthodontic treatments, such as improved bite functionality and prevention of dental issues such as gum disease and tooth decay. As a result, more patients are opting for orthodontic solutions, and in turn, the market for consumables, including bands, brackets, wires, and aligners, is seeing increased demand.

Technological Advancements in Orthodontics

Advancements in orthodontic technology are one of the most transformative factors driving the global orthodontic consumables market. Technological innovation has led to the development of 3D imaging, digital impressions, clear aligner systems, and computer-aided design (CAD) and computer-aided manufacturing (CAM) systems. These innovations enable orthodontists to offer more accurate, efficient, and personalized treatment plans, improving the overall patient experience. In August 2022, Orthobrain introduced the SimplyClear aligner system, aiming to transform the delivery of orthodontic care. The company seeks to enhance orthodontic treatments by offering SimplyClear's high-quality clear aligners, designed to support successful treatment outcomes.

For instance, 3D imaging and digital impressions provide highly detailed and accurate



depictions of a patient's teeth and jaw structure. These technologies make the orthodontic planning process far more precise, reducing errors and the need for repeated fittings. With digital tools, orthodontists can design aligners or braces tailored to each patient's unique dental anatomy, ensuring a better fit and more effective treatment outcomes. The increased use of clear aligners, like Invisalign, has been especially significant, as they are more discreet and comfortable compared to traditional metal braces, driving increased patient adoption of orthodontic procedures.

These advancements also contribute to reducing the treatment duration and enhancing patient comfort. In turn, the need for new consumables and updated materials to support these technologies is growing. The demand for high-quality, durable materials—such as wires, brackets, and aligners that can withstand the pressure exerted by digital treatment systems—is propelling the growth of the orthodontic consumables market.

Rising Disposable Incomes and Affordability of Orthodontic Treatments

Rising disposable incomes, particularly in developing regions, is a significant driver of growth in the global orthodontic consumables market. As people's disposable income increases, so does their ability to afford discretionary healthcare treatments like orthodontic care. This trend is especially evident in emerging economies in regions such as Asia-Pacific, where orthodontic care is becoming more accessible due to rising standards of living and improved healthcare systems.

The increasing number of private dental insurance plans that cover orthodontic treatments is making these services more affordable for a wider range of patients. Many individuals now view orthodontic procedures as an investment in their long-term health and appearance, which further drives demand for orthodontic consumables. As a result, both adults and children in these regions are increasingly opting for treatments like braces, aligners, and other orthodontic devices.

Advancements in orthodontic technology and procedures are helping to make treatments more efficient and cost-effective. For example, clear aligner systems have become increasingly affordable, making them accessible to a broader consumer base. This change is not just limited to developed countries but is expanding into the middle-class population in emerging markets. As orthodontic treatments become more affordable and accessible, demand for orthodontic consumables, such as wires, brackets, and aligners, grows accordingly.



Increasing Availability of Orthodontic Services

The increasing availability of orthodontic services, particularly in underserved areas, is significantly expanding the global orthodontic consumables market. With the global rise in healthcare infrastructure and access to dental services, orthodontic care is becoming more widely available, even in rural and remote areas. Tele orthodontics and the increased number of orthodontic specialists opening practices have made care more accessible to a larger portion of the population. In June 2021, DENTSPLY SIRONA Inc. announced the acquisition of Propel Orthodontics, an innovative manufacturer of orthodontic devices. This acquisition marks a significant move for DENTSPLY SIRONA, enhancing the company's position in the rapidly expanding clear aligner market.

The introduction of orthodontic clinics and service centers that specialize in offering affordable orthodontic solutions is also contributing to the market's growth. These services often provide flexible payment plans and treatment options like clear aligners, which are becoming more accessible to a broader range of people. As the accessibility to orthodontic care increases, the demand for consumables, such as clear aligners, retainers, and braces, will continue to rise.

Consumer Demand for Customized Orthodontic Solutions

Consumers are increasingly seeking customized orthodontic treatments that suit their unique dental needs. The trend towards personalization is being driven by technological advancements in digital orthodontics, including 3D scanning and CAD/CAM technology. These innovations allow orthodontists to create highly customized treatments, providing patients with more accurate and comfortable options. In June 2021, Ormco Corporation, a global leader in orthodontic products and solutions, unveiled its groundbreaking passive self-ligation braces technology with the launch of the Damon Ultima™ System. This innovative system introduces a fully reengineered bracket and wire integration, marking the first true full-expression orthodontic system. It is designed to achieve faster, more precise finishes by giving orthodontists earlier and more accurate control over rotation, angulation, and torque. This unique, patented technology aims to deliver the signature Damon™ Smile more quickly, with fewer appointments and enhanced patient comfort.

Consumers are more informed and expect tailored treatments that address their specific dental concerns, whether it's cosmetic issues, functional concerns, or both. The ability to offer such personalized solutions requires advanced orthodontic consumables, including custom-fitted clear aligners, brackets, and wires, to meet the precise needs of



patients. This trend towards customization is expected to drive the growth of the orthodontic consumables market as orthodontic providers invest in advanced materials and systems that can deliver individualized care.

Regulatory Support and Improved Quality Standards

Regulatory support for orthodontic consumables, particularly in developed markets like North America and Europe, is playing a crucial role in ensuring the growth of the market. The implementation of stringent quality control standards and regulations governing the production and use of orthodontic materials helps to ensure that patients receive safe and effective treatments. Regulatory agencies, such as the U.S. Food and Drug Administration (FDA) and the European Medicines Agency (EMA), enforce high standards for orthodontic devices, creating a safer environment for consumers.

This regulation ensures that only high-quality orthodontic consumables, such as brackets, wires, and aligners, enter the market, increasing consumer trust and driving demand. Certifications and regulatory approvals help to standardize the orthodontic consumables market, leading to greater adoption among orthodontists who trust these products for quality and safety.

Key Market Challenges

High Cost of Advanced Orthodontic Treatments

One of the significant challenges faced by the orthodontic consumables market is the high cost of advanced orthodontic treatments. While the demand for orthodontic care is growing, especially for premium products like clear aligners, the cost can be a barrier to entry for many patients, particularly in developing countries. High-end orthodontic treatments, which require specialized consumables such as custom-fitted aligners, advanced brackets, and digital scanning, often come with significant costs. These costs are often passed on to consumers, making treatments less accessible for a large segment of the population. The financial constraints of patients, compounded by insurance plans that may only partially cover orthodontic procedures, create a challenge for the market's widespread adoption. To address this, orthodontic companies may need to focus on developing more affordable options without compromising the quality of care.

Competition from Alternative Treatment Options



The global orthodontic consumables market is facing increasing competition from alternative treatment options that offer patients more flexibility, comfort, and convenience. Traditional braces, although still widely used, are being challenged by innovative alternatives such as clear aligners, which have gained significant popularity due to their discreet appearance and greater comfort. Brands like Invisalign have revolutionized orthodontics by offering a clear, removable alternative to traditional metal braces. Clear aligners appeal to adults and older teenagers who may be self-conscious about wearing visible braces, as well as those seeking a more comfortable treatment experience with fewer dietary restrictions. Other options like lingual braces, which are placed behind the teeth, and accelerated orthodontic treatments, which claim to shorten treatment times, are also gaining traction in the market. These alternative treatments are not only encroaching on the demand for traditional braces but also increasing the demand for new consumables tailored for these systems, thus intensifying competition among manufacturers. As a result, companies that have historically specialized in traditional orthodontic consumables, such as metal wires, brackets, and bands, are now faced with the challenge of diversifying their product offerings to cater to a more techsavvy, cost-conscious, and convenience-driven consumer base. The competition from clear aligners and other new technologies poses a risk of market fragmentation, forcing companies to continually innovate and adapt their products to meet evolving consumer preferences. Many patients are increasingly turning to do-it-yourself (DIY) orthodontic kits available online, which bypass professional orthodontic care. This shift in consumer behavior not only threatens the traditional orthodontic market but also raises concerns regarding patient safety and treatment efficacy. As a result, orthodontic consumables manufacturers must stay ahead of these trends by investing in new technologies and products while educating consumers about the benefits of professional care to ensure long-term market growth.

Key Market Trends

Increased Prevalence of Malocclusion and Other Orthodontic Issues

The rising prevalence of malocclusion (misalignment of teeth) and other orthodontic issues is another key driver of the global orthodontic consumables market. Malocclusion affects a significant portion of the population, leading to an increased demand for orthodontic care. Factors such as genetic predisposition, early childhood habits (like thumb sucking), and inadequate dental care contribute to the growing incidence of malocclusion worldwide. This condition not only affects dental aesthetics but can also lead to issues like difficulty in chewing, speaking, and maintaining proper oral hygiene, which can result in more serious long-term health problems if left untreated.



With increasing awareness about the importance of addressing malocclusion early, more individuals, including children and adults, are seeking orthodontic treatments to correct these issues. The need for braces, clear aligners, retainers, and other orthodontic devices to address malocclusion contributes significantly to the demand for orthodontic consumables. In developed regions, there is growing recognition that addressing malocclusion early can prevent further complications and lead to better oral health outcomes, further boosting demand for orthodontic consumables.

Surge in Adult Orthodontic Treatments

A growing trend of adults seeking orthodontic treatments is rapidly influencing the global orthodontic consumables market. Historically, orthodontic treatments were considered to be primarily for children and teenagers. However, with the increasing focus on aesthetics and dental health, adults are seeking treatment to correct malocclusion, improve smile appearance, or address issues related to aging, such as tooth shifting and bite problems. Many adults now prefer discreet options like clear aligners, which are more comfortable and less noticeable than traditional braces.

The increased use of orthodontic devices among adults, particularly in developed countries where there is a high awareness of cosmetic dentistry, is driving the demand for orthodontic consumables. As adults seek treatments to improve both the functional and aesthetic aspects of their teeth, orthodontic professionals are investing in more advanced and customizable consumables to cater to this growing patient base.

Segmental Insights

Product Insights

Based on the product, brackets are currently dominating the global orthodontic consumables market. Brackets play a central role in traditional orthodontic procedures, acting as the primary attachment point for the wires that guide the teeth into their proper positions. As one of the most essential components of braces, they account for a substantial share of the orthodontic consumables market. Brackets are used in both metal and ceramic braces, with metal brackets being the most commonly used due to their durability, strength, and relatively lower cost. However, ceramic brackets are becoming increasingly popular due to their aesthetic appeal, as they blend more naturally with the color of the teeth, making them a preferred choice for adults seeking less visible orthodontic treatment. This combination of traditional metal brackets and



more aesthetically pleasing ceramic alternatives is helping to drive market demand across a wide range of consumer segments.

The growth of the brackets segment is driven by several key factors. One of the most significant drivers is the increasing demand for orthodontic treatments worldwide. As more people, including adults, are seeking orthodontic care to improve the function and appearance of their teeth, the demand for essential components such as brackets continues to rise. This demand is further compounded by the growing awareness of oral health and the importance of a well-aligned smile, which has encouraged more individuals to invest in orthodontic treatments. The rise of cosmetic dentistry has expanded the market for brackets, particularly as patients seek solutions that align with their aesthetic preferences.

End Use Insights

Based on the end use segment, Dental clinics are currently dominating the global orthodontic consumables market, primarily due to their widespread availability, specialized services, and cost-effectiveness. Dental clinics are typically smaller, more accessible, and offer a wider range of personalized care, making them the go-to choice for most orthodontic treatments. Unlike hospitals, which tend to handle more complex and specialized medical cases, dental clinics focus solely on dental care, allowing them to provide highly specialized orthodontic services in a more tailored and cost-efficient manner. This specialization enables dental clinics to maintain a higher volume of orthodontic patients, resulting in increased consumption of orthodontic consumables such as brackets, wires, aligners, and retainers.

One key factor driving the dominance of dental clinics in the orthodontic consumables market is the rising demand for orthodontic treatments, particularly among adolescents and adults. As cosmetic dentistry becomes more popular and patients increasingly seek to improve their smiles, dental clinics have experienced an uptick in the number of patients requiring orthodontic treatments. Unlike hospitals, which generally treat more urgent or medically complex conditions, dental clinics cater specifically to routine dental care and aesthetic concerns, positioning them as the preferred setting for elective orthodontic treatments. The greater focus on aesthetics, coupled with the rise in the number of adults seeking orthodontic care for cosmetic purposes, has contributed significantly to the expansion of dental clinics as the primary providers of orthodontic consumables.

Regional Insights



North America is currently the dominant region in the global orthodontic consumables market, largely due to several key factors such as high demand for orthodontic treatments, advanced healthcare infrastructure, and a growing focus on aesthetic dentistry. The United States, in particular, is one of the largest markets for orthodontic consumables, driven by a well-established dental care industry and a high level of awareness among consumers about the importance of both oral health and appearance. The demand for orthodontic treatments in North America has increased significantly in recent years, as more individuals, both adults and children, seek orthodontic solutions for cosmetic and functional purposes. This trend is amplified by the rising popularity of orthodontic devices such as clear aligners, braces, and retainers, which are commonly used to address issues such as misaligned teeth, overcrowding, and bite problems.

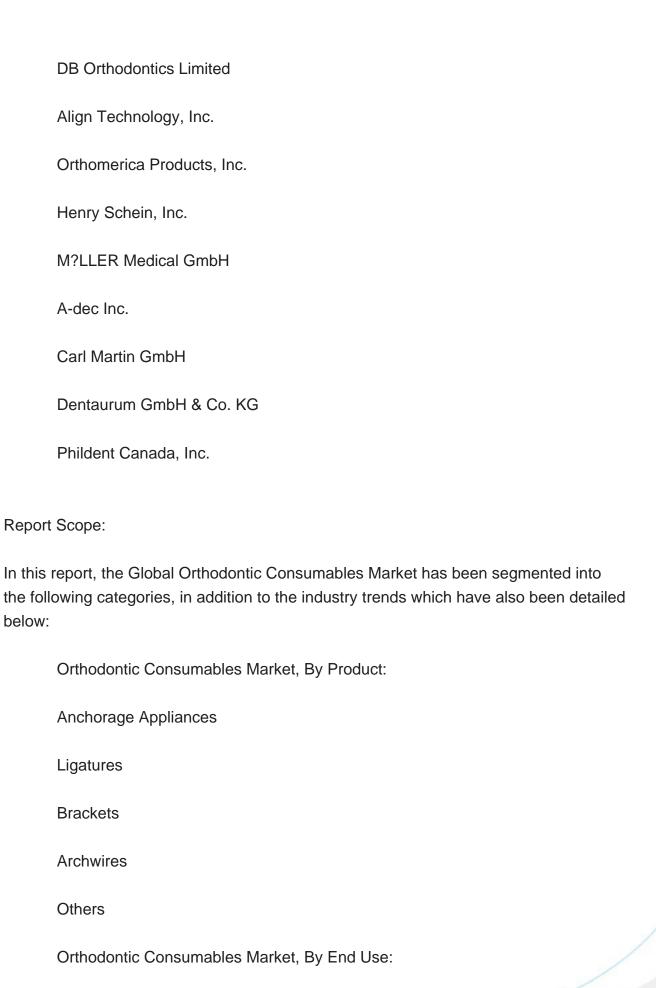
One of the primary drivers of the market's dominance in North America is the high disposable income of consumers. With the growing trend of cosmetic dentistry, more people are willing to invest in orthodontic treatments to enhance their smiles, leading to a greater demand for orthodontic consumables like brackets, archwires, and aligners. The high income levels in North America enable a larger portion of the population to afford elective dental procedures, including orthodontic care, making it a lucrative market for companies that produce orthodontic consumables. Private dental insurance in the region often covers orthodontic treatments, further improving accessibility for many patients.

North America is home to cutting-edge orthodontic technology, which contributes to the dominance of the region in the global market. Innovations in digital orthodontics, such as 3D imaging, digital impressions, and computer-aided design (CAD), have revolutionized orthodontic treatment, offering greater precision and customization for patients. North American dental clinics are quick to adopt these technologies, providing patients with state-of-the-art solutions that enhance treatment outcomes and patient satisfaction. These technological advancements have created a higher demand for advanced orthodontic consumables that cater to these new systems, including customized brackets, clear aligners, and high-performance archwires. As a result, the growing reliance on digital orthodontic solutions contributes significantly to the region's strong market position.

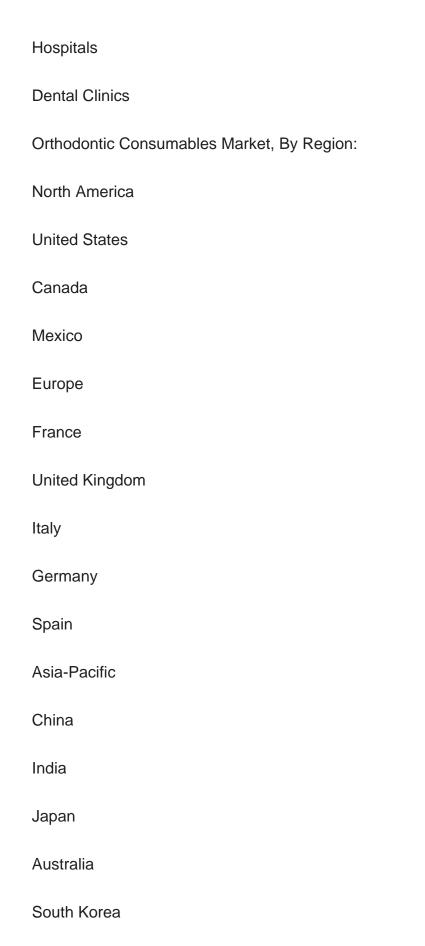
Key Market Players

Dentsply Sirona Inc.











South America
Brazil
Argentina
Colombia
Middle East & Africa
South Africa
Saudi Arabia
UAE
Competitive Landscape
Company Profiles: Detailed analysis of the major companies present in the Global Orthodontic Consumables Market.
Available Customizations:
Global Orthodontic Consumables market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:
Company Information
Detailed analysis and profiling of additional market players (up to five).



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