

# **Orthodontic Supplies Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Product (Fixed Type (Brackets, Archwires, Anchorage Appliances, Ligatures, Others) and Removable Type), By Patient (Adults and Children), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Orthodontic Supplies Market was valued at USD 7.02 billion in 2024 and is projected to grow at a CAGR of 7.36% through 2030. This growth is fueled by the increasing prevalence of orthodontic conditions such as malocclusions, crowding, and jaw irregularities, as well as heightened awareness of oral health and aesthetics. Orthodontic supplies encompass a range of devices including brackets, archwires, aligners, and diagnostic tools, all of which are essential in the treatment process. Rising demand for customized and minimally visible solutions like clear aligners and ceramic braces is expanding the patient base, particularly among adults. Enhanced access to dental care, advancements in digital orthodontics, and the growing use of innovative treatment technologies are further propelling market expansion. Global health data highlights the increasing need for orthodontic intervention, especially among children and adolescents, reinforcing long-term market growth across both developed and emerging regions.

### **Key Market Drivers**

Technological Advancements

Rapid advancements in orthodontic technologies have enhanced treatment precision, reduced discomfort, and improved patient outcomes. Innovations such as 3D printing enable the custom fabrication of aligners and brackets with exceptional accuracy. Digital impressions and intraoral scanners have replaced traditional molds, offering more comfort and efficiency. CAD/CAM systems allow for precise and personalized design of orthodontic components. Imaging techniques like Cone Beam CT improve diagnostic capabilities, while AI-powered software assists in creating more effective treatment plans. Additionally, remote monitoring tools and mobile apps are enabling orthodontists to track treatment progress and engage with patients virtually. These technologies not only increase patient satisfaction but also streamline clinical workflows, reinforcing the appeal and adoption of orthodontic supplies worldwide.

## **Key Market Challenges**

### **Consumer Preferences**

Shifting consumer expectations present ongoing challenges for orthodontic product developers and providers. Patients increasingly prioritize aesthetics, seeking less visible treatment options such as clear aligners and ceramic brackets. Comfort and convenience are also top concerns, prompting demand for removable, low-maintenance appliances. Furthermore, patients often prefer faster treatment durations and digitally supported services like teleorthodontics and virtual consultations. Cost considerations remain a major factor in treatment decisions, particularly in regions with limited insurance coverage. These evolving preferences necessitate continuous innovation and adaptability from manufacturers and orthodontists to ensure satisfaction and compliance.

## **Key Market Trends**

### **Invisible Aligners**

The rising popularity of invisible aligners is reshaping the orthodontic landscape. These clear, removable devices offer a nearly invisible alternative to traditional braces, making them highly attractive to self-conscious patients. Designed for comfort and flexibility, aligners avoid the discomfort associated with wires and brackets. Their removability enhances oral hygiene and eating convenience, while computer-aided modeling allows patients to preview results in advance. The custom-fit nature of aligners ensures precise tooth movement, and fewer in-person visits support remote care models. These benefits have made invisible aligners a top choice for both teens and adults, driving their

adoption globally.

## **Key Market Players**

3M Company

Align Technology Inc.

American Orthodontics

Henry Schein, Inc.

DB Orthodontics Ltd

Dentsply Sirona Inc.

G&H Orthodontics Inc.

Great Lakes Orthodontics Ltd

Ormco Corp.

Argen Corporation

Patterson Companies Inc.

Straumann AG

## **Report Scope:**

In this report, the Global Orthodontic Supplies Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

## Orthodontic Supplies Market, By Product:

### Fixed Type

Brackets

Archwires

Anchorage Appliances

Ligatures

Others

### Removable Type

## Orthodontic Supplies Market, By Patient:

Adults

Children

## Orthodontic Supplies Market, By Region:

### North America

United States

Canada

Mexico

### Asia-Pacific

China

India

South Korea

Australia

Japan

Europe

Germany

France

United Kingdom

Spain

Italy

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 Supplies Market.

### **Available Customizations:**

Global Orthodontic Supplies 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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