

Orthodontic Supplies Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented by Product (Fixed Type and Removable Type), by Patient (Adults and Children), and By Region, Competition

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Abstracts

The Global Orthodontic Supplies Market, valued at USD 7.02 billion in 2022, is poised for remarkable growth in the forecasted period, expected to exhibit an impressive CAGR of 7.36% through 2028. Orthodontic supplies encompass a wide-ranging category of dental materials, devices, and equipment utilized by orthodontists and dental professionals in the diagnosis, prevention, and treatment of various malocclusions (misalignments) and irregularities in teeth and jaw positioning. These supplies hold a pivotal role in orthodontic treatment, aiming to enhance teeth alignment, bite function, and overall smile aesthetics for patients.

Orthodontists employ specialized tools and instruments, including pliers, bonding equipment, and wire cutters, to bond brackets, perform wire adjustments, and make precise alterations during treatment. Dental impressions, crafted from materials like alginate and silicone, are used to create molds of a patient's teeth, enabling the production of custom orthodontic appliances. These appliances, available in both removable (such as retainers and aligners) and fixed forms (like braces and expanders), are tailored to address specific orthodontic concerns.

One significant driver of this growth is the increased awareness among patients regarding the advantages of orthodontic treatment, encompassing both cosmetic enhancements and functional improvements. Individuals are becoming better informed about the potential benefits that orthodontic care can offer to their oral health and overall appearance. Orthodontic treatments are increasingly personalized, featuring



customized treatment plans and appliances, including tailor-made clear aligners, which have gained substantial popularity. Aesthetic considerations have significantly contributed to the adoption of orthodontic treatments, especially among adult patients. The market has expanded with the availability of less conspicuous treatment options like clear aligners and ceramic braces. Furthermore, improved access to dental care in various regions has made orthodontic treatments more accessible to a broader segment of the population, further stimulating demand for orthodontic supplies.

Key Market Drivers

Technological Advancements

Technological advancements in orthodontic supplies have significantly improved the efficiency, precision, and patient experience in orthodontic treatments. These innovations have transformed the field of orthodontics, benefiting both orthodontists and patients. Three-dimensional printing technology has revolutionized the production of orthodontic appliances, such as brackets, wires, and custom aligners. 3D printing allows for the creation of highly precise and patient-specific orthodontic devices. Digital impressions, often obtained using intraoral scanners, have replaced traditional mold impressions. This technology is more comfortable for patients, reduces the risk of inaccuracies, and speeds up the treatment planning process. Computer-Aided Design and Manufacturing (CAD/CAM) systems enable the design and production of custom orthodontic appliances with high precision. This technology is used for creating clear aligners, brackets, and archwires tailored to individual patients. Cone Beam Computed Tomography (CBCT) imaging provides detailed 3D images of the patient's dental and facial structures, allowing orthodontists to better diagnose and plan treatments. It is particularly useful for complex cases. Intraoral scanners capture detailed digital images of a patient's teeth and bite, eliminating the need for messy physical impressions. This technology enhances treatment accuracy and patient comfort. Robotic systems have been developed to assist orthodontists in placing brackets and wires with extreme precision. They can help improve the consistency and efficiency of orthodontic treatments. Al-powered software can assist orthodontists in treatment planning, predicting tooth movement, and optimizing treatment timelines. It helps in creating more efficient and predictable treatment plans. Orthodontic appliances with embedded sensors and tracking technology allow orthodontists to monitor patient progress remotely. Patients can also track their progress through smartphone apps.

Laser-assisted orthodontics can be used for various applications, including soft tissue management, reducing discomfort, and enhancing treatment outcomes. Self-ligating



brackets reduce the need for traditional elastic ligatures to hold wires in place. They offer several advantages, including reduced friction, shorter treatment times, and enhanced patient comfort. Clear aligners, such as those offered by Invisalign and other brands, have become increasingly popular due to their nearly invisible appearance, comfort, and convenience. Advances in material science and software have improved the effectiveness of clear aligner treatment. Techniques like micro-osteoperforations (MOPs) and high-frequency vibration devices can accelerate tooth movement, reducing treatment times. Computer-generated customized archwires are designed to apply precise forces to move teeth more efficiently and comfortably. This factor will help in the development of Global Orthodontic Supplies Market.

Rise in Aesthetic Concerns

Aesthetic considerations have become increasingly important to both patients and orthodontic practitioners, leading to the development and adoption of orthodontic products that address these concerns. Clear aligners, such as those offered by Invisalign and other brands, have gained immense popularity due to their nearly invisible appearance. Many patients, particularly adults, prefer clear aligners because they are discreet and do not draw attention to their orthodontic treatment. Ceramic or clear braces are designed to blend with the natural color of teeth. These braces are less conspicuous than traditional metal braces and are preferred by patients who want a more aesthetically pleasing option while still benefiting from the effectiveness of braces. Lingual braces are attached to the back of the teeth, making them completely hidden from view. These braces cater to individuals who want to straighten their teeth without any visible orthodontic appliances. Orthodontic brackets have been designed to be smaller and less noticeable. Some manufacturers offer brackets with tooth-colored or clear materials, reducing their visibility.

Advances in material science have led to the development of orthodontic supplies that are not only effective but also aesthetically appealing. High-quality materials reduce the visibility of orthodontic appliances and increase patient comfort. Improved self-esteem and self-confidence are essential psychological benefits of orthodontic treatments. Patients who are concerned about their smile's appearance may seek orthodontic solutions to enhance their aesthetic appeal. Many patients, particularly those in the adult segment of the market, prioritize aesthetics when choosing orthodontic treatments. They are more likely to commit to treatment when aesthetic options are available. As patient awareness of aesthetic orthodontic options grows, there is increased demand for these products and services, driving orthodontic supply manufacturers to invest in developing and marketing aesthetic solutions. Orthodontic practitioners often consider



patient preferences and aesthetic concerns when recommending treatment options. This can influence the choice of orthodontic supplies used in each treatment plan. Media, including social media and advertising, play a role in shaping beauty ideals and aesthetic standards. This can lead individuals to pursue orthodontic treatments to achieve a more attractive smile. Orthodontists and dental practices that offer a range of aesthetically pleasing treatment options can gain a competitive edge in attracting patients who prioritize appearance. This factor will pace up the demand of Global Orthodontic Supplies Market.

Growing Access to Dental Care

Accessibility to orthodontic care can influence the number of patients seeking treatment, which in turn affects the demand for orthodontic supplies. Accessible orthodontic services and practitioners are critical for patients to receive orthodontic care. Enough orthodontists, general dentists offering orthodontic services, and orthodontic clinics contribute to increased access. Ensuring that orthodontic care is available in urban and rural areas, as well as in underserved regions, is essential for expanding access. This includes having orthodontic practices in both metropolitan and remote areas. Regions with well-developed healthcare infrastructure tend to have better access to dental care, including orthodontic treatments. Accessible healthcare facilities are equipped with the necessary orthodontic supplies and equipment. Dental insurance coverage can make orthodontic treatments more affordable for patients, thereby increasing demand. Access to insurance plans that cover orthodontic care can have a significant impact on patient decisions to pursue treatment. Government initiatives and policies that promote oral health and expand access to orthodontic care can boost demand. This may include subsidizing orthodontic treatments or supporting programs that improve access for underserved populations.

Dental services offered at community health centers and clinics help provide access to orthodontic care for individuals who may not have easy access to private dental practices. The use of teleorthodontics and virtual consultations can improve access to orthodontic expertise, especially in remote or underserved areas. Patients can receive consultations and monitoring without having to travel long distances. Some orthodontic providers offer financial assistance programs or payment plans to make treatment more accessible to a wider range of patients. Public awareness campaigns and educational programs about the importance of orthodontic care can encourage individuals to seek treatment and improve access. Non-profit organizations and charities dedicated to providing orthodontic care to underserved populations can help expand access to those who might otherwise not have access to treatment. The availability of more affordable



orthodontic treatment options, such as clear aligners, can make orthodontic care accessible to a broader patient base. Efficient distribution networks for orthodontic supplies ensure that practitioners have access to the materials and appliances they need to provide care. This factor will accelerate the demand of Global Orthodontic Supplies Market

Key Market Challenges

Consumer Preferences

Patients, particularly adults and teenagers, often have strong aesthetic preferences. They may prefer orthodontic treatments that are less visible, such as clear aligners or ceramic braces, over traditional metal braces. Meeting these aesthetic demands requires manufacturers to develop and supply these specialized materials. Consumers increasingly value comfort and convenience in their orthodontic treatments. This has led to the development of technologies like clear aligners, which are removable and more comfortable compared to traditional braces. Meeting these preferences may require investments in research and development. Some patients prefer shorter treatment durations and may seek orthodontic solutions that promise faster results. Providers and manufacturers need to balance treatment effectiveness with the desire for shorter treatment times. Patients are becoming more tech-savvy and may prefer orthodontic practices that offer digital solutions, such as online appointment scheduling, teleorthodontics, and virtual consultations. Patients now have access to a wealth of information online, and they may seek providers who are transparent about treatment options, costs, and expected outcomes. Clear and open communication is essential to meet these preferences. Cost is a significant factor in patient decision-making. Many patients are sensitive to the cost of orthodontic treatments, and their preferences may be influenced by what they can afford or what their insurance covers.

Pricing Pressure

Patients seeking orthodontic treatments, particularly in markets where out-of-pocket expenses are significant, are often cost-conscious. They may shop around for the best prices or opt for lower-cost treatment options. Dental insurance plans may not always cover orthodontic treatments comprehensively, leading to higher out-of-pocket costs for patients. Insurance reimbursement rates for orthodontic procedures can also vary, affecting the profitability of orthodontic practices. The orthodontic supplies market is competitive, with multiple manufacturers and providers vying for market share. Intense competition can put pressure on pricing as companies strive to attract customers. While



technological advancements have improved treatment outcomes, they can also increase costs, especially when practices invest in the latest equipment and materials. These costs may be passed on to patients. In some regions, the orthodontic market may be saturated with providers, leading to price competition as practices try to stand out in a crowded field. As consumers become more informed about orthodontic treatment options, they may have higher expectations for value and may seek treatments that are not only effective but also competitively priced. Some orthodontic treatments, such as clear aligners, may become viewed as commodities, with patients comparing options based on price rather than the specific provider or brand. Orthodontic practices may need to negotiate with insurance companies to secure favorable reimbursement rates, which can be challenging and time-consuming.

Key Market Trends

Invisible Aligners

Invisible aligners are nearly invisible when worn, making them a discreet option for individuals who are concerned about the appearance of traditional braces. This aesthetic advantage appeals to both teenagers and adults seeking orthodontic treatment. Aligners are typically more comfortable to wear than traditional braces because they are made of smooth, clear plastic. They don't have the wires and brackets that can sometimes cause irritation and discomfort in the mouth. Aligners can be removed for eating, drinking, brushing, and flossing. This convenience is highly appreciated by patients who want to maintain their normal eating habits and oral hygiene routines during treatment. Aligner technology is supported by advanced computer algorithms that predict tooth movement accurately. Patients can often visualize the expected treatment outcome before they even start, leading to greater patient satisfaction. Patients using clear aligners typically have fewer in-person appointments compared to those with traditional braces. Remote monitoring and virtual consultations further reduce the need for frequent office visits. Each set of aligners is custom-made for the individual patient, which ensures a precise fit and efficient tooth movement. Customization contributes to the effectiveness of treatment.

Segmental Insights

Product Insights

In 2022, the Global Orthodontic Supplies Market dominating by Brackets segment in the forecast period and is predicted to continue expanding over the coming years. Brackets



are a fundamental component of traditional orthodontic treatment, which involves the use of braces. Traditional braces have been used for decades to correct various orthodontic issues, including misaligned teeth and malocclusions. They rely on brackets to hold wires and other components in place to gradually move teeth into their desired positions. Orthodontists are trained to work with a variety of orthodontic supplies, including brackets. Their expertise in utilizing brackets for effective treatment contributes to the continued use and demand for this segment. While clear aligners have gained popularity as an alternative to traditional braces, some patients still prefer braces due to factors like treatment effectiveness, cost, or orthodontist recommendations. Brackets are part of a comprehensive orthodontic treatment plan that can address complex dental issues. In cases where clear aligners may not be suitable, brackets remain a primary choice.

Patient Insights

In 2022, the Global Orthodontic Supplies Market dominated by adults' segment and is predicted to continue expanding over the coming years. Many adults seek orthodontic treatment primarily for cosmetic reasons. They are often concerned about the appearance of their teeth and smile. Orthodontic treatments, including clear aligners and less noticeable braces options, have become increasingly popular among adults because they offer discreet solutions to correct dental issues. Growing awareness of the benefits of orthodontic treatment for adults has led to more individuals seeking such treatments. Dentists and orthodontists are also increasingly recommending orthodontic interventions to adult patients. Adults often have more stable financial situations than younger individuals, which enables them to afford orthodontic treatments. They are also more likely to have dental insurance coverage that can help offset the cost of treatment. In addition to aesthetic concerns, some adults seek orthodontic treatment to address functional issues such as misalignment that can lead to problems with chewing, speaking, and overall oral health.

Regional Insights

The North America region dominates the Global Orthodontic Supplies Market in 2022. North America, particularly the United States, has one of the highest healthcare expenditures per capita in the world. This high healthcare spending creates a robust market for orthodontic services and supplies. The region boasts advanced healthcare infrastructure and facilities, including well-equipped dental clinics and orthodontic practices. These facilities are more likely to offer a wide range of orthodontic treatments and utilize the latest orthodontic supplies and technologies. In the United States, many



people have dental insurance coverage, which can help offset the cost of orthodontic treatments. This encourages individuals to seek orthodontic care, driving demand for orthodontic supplies.

Key Market Players
The 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







Japan
Europe
Germany
France
United Kingdom
Spain
Italy
South America
Brazil
Argentina
Colombia
Middle East & Africa
South Africa
Saudi Arabia
UAE
etitive Landscape

Compe

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, Tech Sci



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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