

# **Periodontal Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Therapy (Non-surgical Treatment, Surgical Devices), By Non-surgical Treatment (Local Antibiotics, Systemic Antibiotics, Laser Treatment), By Surgical Devices (Bone Implants, Bone Grafting), By End User (Hospitals & Clinics, Ambulatory Surgical Centers, Others), By Region and Competition.**

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## **Abstracts**

Global Periodontal Market has valued at USD 1.54 billion in 2022 and is anticipated to project steady growth in the forecast period with a CAGR of 6.03% through 2028. The global periodontal market refers to the dental healthcare sector focused on the prevention, diagnosis, and treatment of periodontal diseases, commonly known as gum diseases. This market encompasses a wide range of products, services, and treatments aimed at maintaining healthy gums and preventing or managing conditions like gingivitis and periodontitis. Periodontal diseases are a prevalent oral health concern worldwide, affecting millions of people. Factors such as poor oral hygiene, tobacco use, genetic predisposition, and certain medical conditions contribute to the development of these conditions. Left untreated, periodontal diseases can lead to tooth loss, systemic health issues, and a decreased quality of life. The periodontal market includes various components: **Dental Products:** This segment covers a wide array of products such as toothbrushes, toothpaste, mouthwash, dental floss, and interdental brushes designed to maintain oral hygiene and prevent gum diseases. **Professional Dental Services:** Dentists and periodontists provide a range of services, including dental cleanings, scaling and root planning, and surgical procedures to treat advanced cases of gum disease. **Pharmaceuticals:** Medications and antibiotics may be prescribed to manage

gum infections and inflammation. **Advanced Treatments:** Innovative treatments like laser therapy, regenerative procedures, and dental implants are becoming increasingly popular in managing severe cases of periodontal diseases. **Preventive Education:** Dental professionals and healthcare organizations play a crucial role in educating the public about the importance of oral hygiene and regular check-ups. The global periodontal market has seen significant growth in recent years due to rising awareness of the importance of oral health, an aging population, and increased dental care expenditure. Technological advancements have also improved treatment options and patient outcomes. Furthermore, the COVID-19 pandemic has highlighted the importance of maintaining good oral hygiene, as gum health is linked to overall immune system health. However, challenges in this market include accessibility to dental care, insurance coverage, and the need for continuous research and development to enhance treatment modalities. As the global population continues to age and awareness about oral health increases, the periodontal market is expected to see sustained growth, with a focus on prevention, early diagnosis, and minimally invasive treatments to improve patient outcomes and overall oral health.

## Key Market Drivers

### Growing Awareness of Oral Health

The growing awareness of oral health is a pivotal factor driving the global periodontal market. Over recent years, there has been a remarkable shift in public perception regarding oral hygiene and its significance in maintaining overall well-being. This heightened awareness has translated into increased demand for periodontal products and services worldwide. As people become more informed about the importance of oral health, they are more inclined to take proactive measures to prevent gum diseases and other dental issues. Educational campaigns, readily available information online, and dental professionals' efforts to educate their patients have all contributed to this heightened awareness. This shift in mindset has a direct impact on the global periodontal market. Individuals are now more likely to prioritize routine dental check-ups and adopt better oral hygiene practices. They seek out periodontal treatments and preventive measures, such as dental cleanings and early intervention for gum problems. Additionally, as awareness of the link between oral health and systemic health grows stronger, more people are realizing that maintaining healthy gums can have far-reaching benefits for their overall health. This holistic approach to health has prompted a surge in interest in periodontal care and its role in preventing not only dental issues but also potential systemic complications. In conclusion, the increasing awareness of oral health is a significant driver of the global periodontal market. This shift in

consciousness is fostering a culture of proactive dental care, leading to greater demand for periodontal products and services and ultimately contributing to the market's growth and development.

### Increasing Dental Care Expenditure

The increasing dental care expenditure plays a crucial role in driving the global periodontal market. As disposable incomes rise and individuals place a growing emphasis on healthcare, there is a noticeable willingness to invest in dental care. This trend directly impacts the demand for periodontal products and services on a global scale. One key factor contributing to the rising dental care expenditure is the shifting perspective on oral health. People are increasingly recognizing that maintaining good oral hygiene is not only essential for a beautiful smile but is also linked to their overall well-being. As a result, individuals are more inclined to allocate a significant portion of their healthcare budgets to dental services, including periodontal treatments. Moreover, dental care has evolved beyond mere necessity; it now encompasses a wide array of aesthetic and functional enhancements. Cosmetic dentistry procedures, such as teeth whitening and dental implants, are becoming more popular, further boosting the dental care expenditure. These cosmetic treatments often require a strong foundation of healthy gums, making periodontal care essential for successful outcomes. Insurance coverage and government initiatives also influence dental care expenditure. Increased insurance coverage for dental procedures and government-sponsored dental health programs can reduce financial barriers to accessing periodontal treatments, prompting individuals to seek timely care for their gum health. Overall, the growing willingness to invest in dental care, driven by an understanding of the importance of oral health and the expanding scope of dental services, has a direct and positive impact on the global periodontal market. This trend is expected to continue, leading to sustained growth in the market as individuals prioritize periodontal health and seek out relevant products and services.

### Preventive Dentistry

Preventive dentistry is a fundamental concept with significant relevance to the global periodontal market. It embodies the idea of taking proactive measures to prevent dental issues, particularly periodontal diseases like gingivitis and periodontitis, before they become severe. This approach is integral to maintaining optimal oral health and is a driving force behind the growth of the periodontal market. Preventive dentistry encourages individuals to adopt regular oral hygiene practices, such as brushing, flossing, and using mouthwash, to prevent the accumulation of plaque and the

development of gum disease. Routine dental check-ups and professional cleanings are also essential components, allowing dental professionals to identify and address early signs of periodontal problems. As awareness of the importance of preventive dentistry spreads, more people are seeking these services. Dental clinics and practices worldwide are increasingly emphasizing preventive care, offering educational resources and guidance to patients. This cultural shift has led to a surge in demand for preventive products like toothbrushes, toothpaste, dental floss, and mouthwash, all of which are essential for maintaining gum health. Preventive dentistry extends beyond individual efforts to encompass broader healthcare initiatives and public health campaigns that emphasize the significance of oral health in overall well-being. These initiatives often lead to increased access to preventive dental services, which, in turn, boosts the global periodontal market. Furthermore, the cost-effectiveness of preventive measures compared to treating advanced gum diseases is driving both individuals and healthcare systems to prioritize preventive dentistry. In conclusion, preventive dentistry is a pivotal component of the global periodontal market. It encourages individuals to take proactive steps to protect their gum health, resulting in increased demand for preventive products and services and ultimately contributing to the market's growth and development.

### Rising Incidence of Lifestyle-Related Risk Factors i

The rising incidence of lifestyle-related risk factors is a significant contributor to the dynamics of the global periodontal market. Lifestyle choices and habits such as tobacco use, poor diet, and stress are increasingly recognized as risk factors for the development and exacerbation of periodontal diseases, including gingivitis and periodontitis. This heightened awareness of the link between lifestyle and gum health has several implications for the periodontal market. Firstly, the prevalence of tobacco use, particularly smoking, is a well-established risk factor for gum diseases. As more individuals become aware of the detrimental effects of smoking on their oral health, there is a growing motivation to seek periodontal care. This translates into increased demand for periodontal treatments, including scaling and root planning, and the use of specialized products designed to counteract the effects of tobacco on gum health. Secondly, dietary choices, particularly those high in sugars and processed foods, contribute to the development of gum diseases. People are increasingly mindful of their dietary habits, opting for healthier choices and nutritional awareness. This shift in dietary preferences fuels the demand for products like sugar-free gum, mouthwash, and toothpaste, which are seen as aids in maintaining gum health. Lastly, stress, a common feature of modern lifestyles, can weaken the immune system and exacerbate inflammation, making individuals more susceptible to gum diseases. Recognizing the impact of stress on oral health, people are seeking relaxation techniques and stress

management strategies. Dental professionals are also offering stress-related counseling as part of their holistic approach to periodontal care. In summary, the rising incidence of lifestyle-related risk factors is prompting individuals to take proactive steps to protect their gum health, leading to increased demand for periodontal products and services. This awareness-driven demand is a key factor influencing the growth and development of the global periodontal market.

## Key Market Challenges

### Oral Health Disparities

Oral health disparities refer to the inequalities in oral health outcomes and access to dental care that exist among different demographic groups within a population. These disparities are of significant relevance to the global periodontal market as they highlight the uneven distribution of periodontal diseases and the utilization of periodontal products and services across various segments of society. Several factors contribute to oral health disparities. Socioeconomic status is a major determinant, as individuals with lower income and education levels often face greater barriers to accessing dental care, including periodontal treatments. Limited access to dental insurance and preventive services further exacerbates these disparities. Geographic location also plays a role, with rural or remote areas often lacking access to adequate dental facilities and professionals. This can result in delayed or insufficient periodontal care for residents in such regions. Ethnic and racial disparities are another critical aspect of oral health disparities. Minority and underserved populations frequently experience higher rates of periodontal diseases, often due to socioeconomic factors, cultural differences, and limited access to preventive education and care. Furthermore, oral health disparities are not limited to developed countries. They are also prevalent in low- and middle-income countries where access to dental care is limited, and oral hygiene practices may be inadequate. Addressing oral health disparities is essential for the global periodontal market's growth and overall public health. Efforts to reduce these disparities include public health campaigns to raise awareness, community-based oral health programs, initiatives to improve access to care in underserved areas, and policies aimed at increasing dental insurance coverage. By tackling these disparities, the periodontal market can better serve a more diverse and inclusive patient population, ensuring that periodontal products and services reach those who need them most.

### Limited Access to Dental Care

Limited access to dental care is a significant challenge affecting the global periodontal



market. It refers to the barriers that prevent individuals from receiving timely and adequate dental services, including periodontal treatments. This challenge has far-reaching implications for oral health outcomes and the demand for periodontal products and services worldwide. Geographical disparities often play a crucial role in limited access to dental care. In many regions, particularly rural and remote areas, there is a shortage of dental professionals and facilities. This shortage forces residents to travel long distances to receive dental care, resulting in reduced access, delayed treatment, and increased likelihood of gum diseases progressing unchecked. Economic factors also contribute to limited access. High treatment costs, particularly for advanced periodontal procedures, can deter individuals from seeking necessary care. Inadequate or no dental insurance coverage further compounds this issue, leaving many with the financial burden of out-of-pocket expenses for periodontal treatments. Additionally, cultural and social factors can influence access to dental care. Stigmatization, language barriers, and lack of awareness about the importance of gum health can discourage some individuals, particularly from minority and underserved populations, from seeking periodontal care. Efforts to address limited access to dental care include expanding the dental workforce, particularly in underserved areas, and implementing teledentistry initiatives to reach remote populations. Additionally, advocacy for policies that increase dental insurance coverage and promote preventive care can help mitigate this challenge. For the global periodontal market to thrive and serve a diverse patient population, it is essential to work toward reducing barriers related to limited access to dental care. This includes making periodontal treatments more accessible and affordable, especially for those who face geographical, economic, or cultural challenges in accessing oral healthcare services.

## Key Market Trends

### Preventive Dentistry

Preventive dentistry is a fundamental concept within the global periodontal market, emphasizing proactive measures to prevent the onset and progression of periodontal diseases, such as gingivitis and periodontitis. It is a cornerstone of oral healthcare that plays a pivotal role in the market's dynamics and the overall well-being of individuals worldwide. At its core, preventive dentistry encourages individuals to adopt a regimen of good oral hygiene practices. This includes regular brushing, flossing, and the use of mouthwash to remove dental plaque, which is the primary cause of gum diseases. Routine dental check-ups and professional cleanings are essential components of preventive dentistry, allowing dental professionals to detect and address early signs of periodontal issues. Preventive dentistry extends beyond individual efforts to encompass

broader healthcare initiatives and public health campaigns. These educational campaigns raise awareness about the importance of gum health and encourage individuals to seek regular dental care. They often target various demographic groups, including children, adults, and seniors, promoting a lifelong commitment to oral health. The role of preventive dentistry is significant in the global periodontal market for several reasons. Firstly, it helps reduce the overall burden of periodontal diseases, leading to lower treatment costs for individuals and healthcare systems. Secondly, preventive measures are generally more cost-effective than treating advanced gum diseases, making it an attractive approach for both patients and healthcare providers. In conclusion, preventive dentistry is a foundational principle that shapes the global periodontal market. By promoting proactive gum health practices and fostering a culture of regular dental check-ups and cleanings, it not only contributes to healthier smiles but also plays a pivotal role in the growth and development of the periodontal market worldwide.

### Telehealth and Teledentistry

Telehealth and teledentistry are innovative approaches that have gained significant relevance in the global periodontal market. These technologies leverage digital communication tools to provide remote oral healthcare consultations, diagnosis, treatment planning, and monitoring, offering numerous benefits for both patients and dental professionals. Teledentistry involves the use of video conferencing, secure messaging, and digital imaging to facilitate real-time interactions between patients and dental practitioners. In the context of periodontal care, teledentistry enables patients to consult with periodontists and receive expert advice on gum health, potential issues, and treatment recommendations without the need for physical office visits. Dental professionals can remotely assess the condition of a patient's gums and provide guidance on oral hygiene practices, potentially detecting periodontal problems in their early stages. Telehealth, which encompasses teledentistry, broadens the scope by incorporating various digital technologies for healthcare delivery. In the global periodontal market, telehealth solutions enable patients to connect with periodontal specialists irrespective of geographical barriers. This is especially valuable for underserved or remote areas where access to specialized dental care may be limited. Additionally, telehealth can support ongoing care by allowing for remote monitoring of periodontal conditions and treatment progress. The adoption of telehealth and teledentistry has surged, particularly during the COVID-19 pandemic when in-person healthcare visits faced restrictions. Patients appreciate the convenience, reduced travel, and minimized waiting times associated with virtual consultations. For dental professionals, these technologies expand their patient base and offer opportunities for

greater outreach. In the global periodontal market, telehealth and teledentistry have the potential to enhance access to specialized periodontal care, improve early detection of gum diseases, and foster patient education in oral hygiene practices. As technology continues to advance and regulations adapt to support remote healthcare, these digital tools are likely to play an increasingly significant role in periodontal care delivery.

## Segmental Insights

### Therapy Insights

In 2022, the Periodontal Market was dominated by the Non-surgical Treatment segment and is predicted to continue expanding over the coming years. This is attributed due to the rising prevalence of chronic diseases, growing awareness of new technology such as laser therapy, etc.

### Regional Insights

In 2022, the Global Periodontal Market was dominated by the North America segment and is predicted to continue expanding over the coming years. This is ascribed due to rising cases of chronic diseases, rising development of technology, and the growing healthcare infrastructure.

## Key Market Players

Medtronic PLC

Straumann AG

The 3M Company

Bausch Health Companies

Dentsply Sirona

Pfizer Inc.

Novartis AG

Dentsply Sirona



Danaher Corporation

GC Corporation

Report Scope:

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

Global Periodontal Market, By Therapy:

Non-surgical Treatment

Surgical Devices

Global Periodontal Market, By End User:

Hospitals & Clinics

Ambulatory Surgical Centers

Others

Global Periodontal Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

## Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Periodontal Market.

### Available Customizations:

Global Periodontal 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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