

# **South & Central America Clear Aligners Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Polyurethane Plastic, Polyethylene Terephthalate Glycol (PETG), Poly-vinyl Chloride (PVC), and Others), Age Group (Adults and Teenagers), and End User (Hospitals and Retail Pharmacies, Online Channel, and Others)**

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## **Abstracts**

The South & Central America clear aligners market is projected to experience significant growth, with an expected market size of approximately US\$ 1,329.7 million by 2031, up from US\$ 423.9 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 17.9% from 2025 to 2031. The market is primarily segmented into Brazil, Argentina, and the rest of the region, and is anticipated to maintain a steady upward trajectory throughout the forecast period.

A key driver of this market expansion is the rising prevalence of dental issues such as malocclusion, overcrowding, and spacing, which are increasing the demand for effective orthodontic treatments. Additionally, there is a growing awareness of the aesthetic and comfort advantages that clear aligners offer compared to traditional braces, further boosting their adoption. Major players in the market are actively engaging in strategic initiatives, including product launches, obtaining regulatory approvals, and forming alliances to strengthen their market presence and enhance product availability.

Government initiatives aimed at improving oral healthcare and increasing access to advanced dental treatments are also contributing to market growth. The increasing number of dental clinics and orthodontists, coupled with a heightened focus on personal appearance, is expected to further drive the demand for clear aligners in South &

## Central America.

The market is segmented by type, age group, and end user. In terms of type, the clear aligners market is divided into Polyurethane Plastic, Polyethylene Terephthalate Glycol (PETG), Poly-vinyl Chloride (PVC), and others, with Polyurethane Plastic holding the largest market share in 2024. By age group, the market is categorized into Adults and Teenagers, with Adults also dominating the market share in 2024. Regarding end users, the market is segmented into Hospitals and Retail Pharmacies, Online Channels, and others, where Hospitals and Retail Pharmacies accounted for the largest share in 2024. An emerging trend that presents a significant opportunity for the clear aligners market is the rise of dental tourism in developing countries. As patients increasingly seek affordable and advanced dental treatments abroad, the demand for discreet and effective orthodontic solutions like clear aligners is on the rise. Countries in South & Central America, particularly Mexico and Costa Rica, are becoming popular destinations for dental tourism due to their cost advantages and improving dental infrastructure. This trend is particularly appealing to patients from the U.S. and Canada, where dental treatment costs can be prohibitively high. For instance, dental treatments in Mexico can be up to 60% cheaper than in the U.S., making it an attractive option for many.

Costa Rica has emerged as a leading destination for dental tourism, attracting over 70,000 international patients annually, primarily from the U.S. and Canada.

Approximately 42% of medical tourists seek dental care, including clear aligners, due to the significantly lower costs—up to 70% less than in North America. Cities like San José are home to dental clinics that utilize advanced orthodontic treatments, catering to the growing demand for aesthetic dental care. This trend not only boosts the demand for clear aligners but also encourages manufacturers to innovate and tailor their products to meet diverse patient needs.

In terms of country-specific insights, Brazil is the largest market for clear aligners in the region. The prevalence of malocclusion in Brazil is notably high, with studies indicating that around 80.84% of the population experiences some form of malocclusion. The Brazilian public healthcare system, Sistema Único da Saúde (SUS), provides free oral care, but private sector spending on dental care is significantly higher. The SUS aims to enhance oral health recovery and prevention for the entire population, but many Brazilians still rely on private healthcare for advanced treatments.

The dental sector in Brazil is growing, supported by rising medical tourism and an increasing demand for aesthetic procedures. Brazil's healthcare system is recognized as one of the best in South America, and the country's economic growth is leading to substantial investments in healthcare infrastructure and tourism.

Key players in the South & Central America clear aligners market include Henry Schein Inc, 3M Co, Dentsply Sirona Inc, Straumann Holding AG, Align Technology Inc, Great Lakes Dental Technologies, DynaFlex, K Line Europe GmbH, OrthoFX, and DentCare

Dental Lab Pvt. Ltd. These companies are pursuing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market share and provide innovative solutions to consumers.

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