

# Orthodontic Supplies Market Size, Trends, Analysis, and Outlook By Product (Fixed Braces, Removable Braces, Adhesives, Accessories), By Fixed Braces (Brackets Type, Brackets Material, Archwires, Anchorage Appliances, Ligatures), By Patient (Adults, Children and teenagers), By End-User (Hospitals, Dental Clinics, E-Commerce Platforms, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/O5DF731C828DEN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: O5DF731C828DEN

## Abstracts

The global Orthodontic Supplies market size is poised to register 9.1% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Orthodontic Supplies market across By Product (Fixed Braces, Removable Braces, Adhesives, Accessories), By Fixed Braces (Brackets Type, Brackets Material, Archwires, Anchorage Appliances, Ligatures), By Patient (Adults, Children and teenagers), By End-User (Hospitals, Dental Clinics, E-Commerce Platforms, Others)

The future of the orthodontic supplies market is influenced by demographic trends, increasing demand for cosmetic dentistry, and growing adoption of clear aligner therapy. Orthodontic supplies encompass a wide range of products used in orthodontic treatment, including braces, wires, brackets, and dental adhesives. With the growing emphasis on aesthetics and patient comfort, there is a shift towards orthodontic supplies that offer discreet treatment options, shorter treatment durations, and fewer office visits. Further, technological innovations such as digital orthodontics, 3D printing, and computer-aided design/computer-aided manufacturing (CAD/CAM) are driving the development of next-generation orthodontic supplies with improved precision,

customization, and patient satisfaction. Over the forecast period to 2030, expanding applications in adult orthodontics, interceptive orthodontics, and lingual braces, coupled with increasing consumer awareness and disposable income, are expected to drive market growth and innovation, enabling orthodontists and dental practitioners to meet the evolving needs and preferences of patients seeking orthodontic treatment.

## Orthodontic Supplies Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Orthodontic Supplies market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Orthodontic Supplies survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Orthodontic Supplies industry.

## Key market trends defining the global Orthodontic Supplies demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Orthodontic Supplies Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Orthodontic Supplies industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Orthodontic Supplies companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Orthodontic Supplies industry

Leading Orthodontic Supplies companies are boosting investments to capitalize on

untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Orthodontic Supplies companies.

### Orthodontic Supplies Market Study- Strategic Analysis Review

The Orthodontic Supplies market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Orthodontic Supplies Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Orthodontic Supplies industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Orthodontic Supplies Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

## North America Orthodontic Supplies Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Orthodontic Supplies market segments. Similarly, Strong market demand is encouraging Canadian Orthodontic Supplies companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Orthodontic Supplies market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Orthodontic Supplies Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Orthodontic Supplies industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Orthodontic Supplies market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

## Asia Pacific Orthodontic Supplies Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Orthodontic Supplies in Asia Pacific. In particular, China, India, and South East Asian Orthodontic Supplies markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth

interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Orthodontic Supplies Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Orthodontic Supplies Market Size Outlook-** continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Orthodontic Supplies market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Orthodontic Supplies.

**Orthodontic Supplies Market Company Profiles**

The global Orthodontic Supplies market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are 3M Company, Aditek Orthodontics, Align Technology Inc, American Orthodontics Corp, DB Orthodontics Ltd, Dentaurem GmbH & Co. KG, Dentsply Sirona Inc, Envista Holdings Corp, G&H Orthodontics, Great Lakes Dental Technologies, Henry Schein Inc, Institut Straumann AG, JISCOP Co. Ltd, JJ Orthodontics Co. Ltd, MATT Orthodontics, Morelli Ortodontia, Rocky Mountain Orthodontics Inc, Sino Ortho Ltd, TP Orthodontics Inc, Ultradent Products Inc.

**Recent Orthodontic Supplies Market Developments**

The global Orthodontic Supplies market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Orthodontic Supplies Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

By Product

Fixed Braces

Removable Braces

Adhesives

Accessories

## By Fixed Braces

### Brackets Type

- Conventional Brackets

- Self-ligating Brackets

- Lingual Brackets

### Brackets Material

- Metal/Traditional Brackets

- Ceramic/Aesthetic Brackets

### Archwires

- Beta Titanium Archwires

- Nickel Titanium Archwires

- Stainless Steel Archwires

### Anchorage Appliances

- Bands and Buccal Tubes

- Miniscrews

### Ligatures

- Elastomeric Ligatures

- Wire Ligatures

## By Patient

### Adults

Children and teenagers

By End-User

Hospitals

Dental Clinics

E-Commerce Platforms

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

3M Company

Aditek Orthodontics

Align Technology Inc

American Orthodontics Corp

DB Orthodontics Ltd

Dentaurum GmbH & Co. KG



Dentsply Sirona Inc

Envista Holdings Corp

G&H Orthodontics

Great Lakes Dental Technologies

Henry Schein Inc

Institut Straumann AG

JISCOP Co. Ltd

JJ Orthodontics Co. Ltd

MATT Orthodontics

Morelli Ortodontia

Rocky Mountain Orthodontics Inc

Sino Ortho Ltd

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Ultradent Products Inc

Formats Available: Excel, PDF, and PPT

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    - Removable Braces

Adhesives

Accessories

By Fixed Braces

Brackets Type

-Conventional Brackets

-Self-ligating Brackets

-Lingual Brackets

Brackets Material

-Metal/Traditional Brackets

-Ceramic/Aesthetic Brackets

Archwires

-Beta Titanium Archwires

-Nickel Titanium Archwires

-Stainless Steel Archwires

Anchorage Appliances

-Bands and Buccal Tubes

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Hospitals

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Align Technology Inc  
American Orthodontics Corp  
DB Orthodontics Ltd  
Dentaurum GmbH & Co. KG

Dentsply Sirona Inc  
Envista Holdings Corp  
G&H Orthodontics  
Great Lakes Dental Technologies  
Henry Schein Inc  
Institut Straumann AG  
JISCOP Co. Ltd  
JJ Orthodontics Co. Ltd  
MATT Orthodontics  
Morelli Ortodontia  
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TP Orthodontics Inc  
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