Orthodontic Supplies Market Research Report – Global Forecast till 2023

Market Scenario

Global orthodontic supplies market is expected to grow significantly over the forecast period. It is anticipated that the market held a valuation of USD 3890 million in 2017 and is projected to grow at a CAGR of 8.75% over the forecast period.

Orthodontic treatment is often used to improve the appearance and alignment of crooked, and protruding teeth, and to correct problems with the bite of the teeth. Orthodontic brackets have been used for years to treat misalignment of teeth. Invisible braces are popular choice for both adolescents and adults seeking straighter teeth. Invisalign offers patients highly effective correction without drawing unwanted attention.

Rising participation of market players is one of the key factors driving the orthodontic supplies market. For instance, in 2018, Ormco Corporation introduced a new line of premium orthodontic instruments to assist specialists with all dental procedures.

Various other factors such as increasing awareness about advanced orthodontic treatments, technological advancements, emerging markets in APAC and RoW, rising popularity of dental tourism, and increasing disposable incomes are also expected to propel the growth of the market.

However, the risks associated with orthodontic treatments, and high cost of advanced orthodontic treatments in some countries can hamper the market growth over the forecast period.

Segmentation

The global orthodontic supplies market is segmented based on product, patient, end user, and region.

The global market for orthodontic supplies, by product is segmented into fixed braces, removable braces, adhesives, and accessories. The fixed braces segment is further classified as brackets, archwires, anchorage appliances, and ligatures. The brackets segment includes conventional brackets, self-ligating brackets, and lingual brackets. The archwires segment includes beta titanium archwires, nickel titanium archwires, and stainless steel archwires. The anchorage appliances segment includes bands and buccal tubes, and miniscrews. The ligatures segment includes elastomeric ligatures, and wire ligatures.

Based on patient type, the market is segmented into children and teenagers, and adults.

Based on end user, the market is segmented into hospitals, clinics, and others.

In the current scope of the study, the above-mentioned segments are covered into the four global regions, namely the Americas, Europe, Asia-Pacific, and the Middle East & African region.

The orthodontic supplies market in the Americas has further been segmented into North America and South America, with the North American market divided into the US and Canada.

The European orthodontic supplies market has been segmented into Western Europe and Eastern Europe. Western Europe has been classified as Germany, France, the UK, Italy, Spain, and the rest of Western Europe. The orthodontic supplies market in Asia-Pacific has been segmented into
Japan, China, India, South Korea, Australia, and the rest of Asia-Pacific. The orthodontic supplies market in the Middle East & Africa has been segmented into the Middle East and Africa.

Regional Market Summary

Global Orthodontic Supplies Market Share (%), by Region, 2017

<table>
<thead>
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<th>Region</th>
<th>Market Share</th>
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<tbody>
<tr>
<td>The Americas</td>
<td>XX%</td>
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<tr>
<td>Europe</td>
<td>XX%</td>
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<tr>
<td>Asia Pacific</td>
<td>XX%</td>
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<tr>
<td>The Middle East &amp; Africa</td>
<td>XX%</td>
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Sources: MRFR Analysis

The Americas dominated the global market for orthodontic supplies owing to the presence of major market players, and improvement in the reimbursement scenario within the region. According to the orthodontic services billing guide suggested by Washington State Healthcare Authority in 2018, orthodontic treatment and orthodontic-related services coverage are provided for severe malocclusions cases. It is also reported that only patients with age 20 and younger can avail coverage for such services.

In 2017, it was estimated that Europe stood second in the global orthodontic supplies market. This can be attributed to the increasing technological advancements, and rising research and development investments.

Asia Pacific was projected to be the fastest growing region in 2017. Increasing awareness about dental tourism drives the regional markets of the Asia Pacific region. Due to low prices for dental care, Thailand is becoming a trending location for dental tourism among the international dental tourists. For instance, dental veneers can cost around USD 1800 in the US with the same procedure costing about USD 250 in Thailand.

On the other hand, the Middle East and Africa held least share in the global orthodontic supplies market due to the low economic development, especially within the African region.

Research Methodology

Market Research Future research is conducted by industry experts who offer insights into industry structure, market segmentation, assessment, Competitive Landscape (CL), penetration, as well as on emerging trends. Besides primary interviews (~ 80%) and secondary research (~ 20%), their analysis is based on their years of professional expertise in respective industries. Our analysts also predict where the market will be headed in the next five to ten years, by analysing historical trends and current market positions. Furthermore, the varying trends of segments and categories geographically presented are studied and are estimated based on the primary and secondary research.

- Primary Research

Extensive primary research was conducted to gain a deeper insight of the market and the industry performance. In this particular report we have conducted primary surveys (interviews) with key level executives (VPs, CEOs, Marketing Directors, Business Development Managers, and many more) of major players who are active in the market. In addition to analyzing the current and historical trends, our analysts predict where the market is headed, over the next five to ten years.

- Secondary Research

Secondary research was mainly used to collect and identify information useful for extensive, technical, market-oriented, and commercial study of the Orthodontic Supplies. It was also used to
obtain key information about major players, market classification, and segmentation according to industry trends, geographical markets, and developments related to the market and perspectives. For this study, analysts have gathered information from various credible sources, such as annual reports, SEC filings, journals, white papers, corporate presentations, company web sites, international organization of chemical manufacturers, some paid databases, and many others.

**Intended Audience**
- Medical Devices Companies
- Government and Private Laboratories
- Research and Development (R&D) companies
- Medical Research Laboratories
- Market Research and Consulting Service Providers

**Market Segmentation and Key Market Players**

**Global Orthodontic Supplies Market, by Product**
- Fixed Braces
  - Brackets
    - Conventional Brackets
    - Self-Ligating Brackets
    - Lingual Brackets
- Archwires
  - Beta Titanium Archwires
  - Nickel Titanium Archwires
  - Stainless Steel Archwires
- Anchorage Appliances
  - Bands and Buccal Tubes
  - Miniscrews
- Ligatures
  - Elastomeric Ligatures
  - Wire Ligatures
- Removable Braces
- Adhesives
- Accessories

**Global Orthodontic Supplies Market, by Patient**
- Children and Teenagers
- Adults

**Global Orthodontic Supplies Market, by End User**
- Hospitals
- Clinics
- Others

**Global Orthodontic Supplies Market, by Key Players**
- 3M
- Align Technology
- American Orthodontics
- Danaher
- DB Orthodontics
- Dental Morelli
- Dentaurum
- Dentsply Sirona
- G&H Orthodontics
- Great Lakes Orthodontics
- Henry Schein
- Rocky Mountain Orthodontics
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