

## **Clear Aligners Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

Clear Aligners market is projected to register a CAGR of 24.8% during the forecast period.

COVID-19 has adversely affected the global clear aligners market in 2020. The revenue of the companies from the clear aligners segment has declined substantially during the first two quarters of 2020. Due to the government actions taken to limit the spread of COVID-19, the companies have experienced a decline in customer demand, worldwide. Moreover, the end-user demand was affected by the dental association's guidelines to perform only emergency procedures. For instance, Align Technology has reported a decrease in its clear aligners sales by 1.2% in FY2020 as compared to FY2019 due to the restrictions imposed by the government during the pandemic. In 2021, after the removal of COVID-19 restrictions and resuming the dental practices, the company reported an increase of 52.9% of revenue from its clear aligners segment in FY2021.

The increasing prevalence of dental diseases, rising awareness regarding dental care, cosmetic and restorative dentistry, and growing demand for clear aligners across the globe are driving the growth of the market. In addition, the growing patient population suffering from malocclusions and increasing adoption of invisible aligners in young people, and, changes in the lifestyle of people to adopt invisible aligners instead of traditional braces are likely to boost the market growth in the forecast period. According to World Health Organization, 2021, the estimated prevalence of malocclusions in children is 35% and 93% in adolescents. The prevalence of crowding is estimated to be 84%, as reported by World Health Organization, 2021.

Another factor that is inducing the growth of the clear aligners market is the adoption of new technologies and tools such as computer-aided design (CAD) technology, artificial intelligence, digital impression systems, and machine learning tools. This aids in providing customizable teeth alignment and facilitates the correct placement of the aligners. For instance, iTero, a digital impression system by Align Technology assists in developing accurate and customized clear aligner systems to treat mild to

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moderate misalignment conditions.

However, the high cost of clear aligners is making its affordability a concern for patients is likely to challenge the growth of the market.

#### Clear Aligner Market Trends

##### Adult Segment is Expected to Have the Significant Market Share

The increasing dental conditions like malocclusion, crowding are widely prevalent amongst the young population which has affected the quality of life as well as caused several problems such as impaired dentofacial aesthetics, disturbances of oral function, such as mastication, swallowing, and speech, and greater susceptibility to trauma and periodontal disease. According to World Health Organization, 2021, the estimated prevalence of malocclusions in children is 35% and 93% in adolescents. The prevalence of crowding is estimated to be 84%, as reported by World Health Organization, 2021. Similarly, the prevalence of malocclusion ranges from 20-43 % in both adults and children, in India. With the increasing, prevalence of malocclusion and malalignment, more and more people are becoming aware of their oral health and smiles. Thus, increasing the demand for invisible aligners.

The adoption of clear aligners is high among adults and adolescents due to its advantages such as being easy to remove and clean, less visible than the conventional fixed braces, reduce plaque accumulation, reduced dental visits.

##### North America is Expected to Have the Significant Market Share

North America is anticipated to dominate the Clear Aligners market throughout the forecast period. The factors which are driving the growth of the market are the rising prevalence of dental disease, an increasing geriatric population that require timely dental check-ups, and a well-established healthcare system in the region. Additionally, the American Dental Association is known to aware people regarding the importance of oral health and hygiene which is likely to drive the market growth. Furthermore, the rising adoption of cosmetic dentistry procedures and 3D printing technologies supporting the growth of the invisible orthodontics market in North America.

The high prevalence of malocclusion is propelling the growth of the invisible aligners market, in this region. According to statistics published by the National Library of Medicine, 2020, titled" Worldwide prevalence of malocclusion in the different stages of dentition", the prevalence rate of malocclusion was 53% in the United States. According to the American Dental Association, 2020, 85% are highly concerned about their dental health in the United States. The introduction of clear tray-style aligners has increased the interest of many patients who want to replace their traditional braces with the new clear aligners. For instance, 70% of the braces are worn by females in the United States.

Thus, increasing awareness regarding the aligners, surge in beauty standards with cosmetic dentistry and the available options for treating teeth misalignment are propelling the usage of clear aligners among the people in this region.

#### Clear Aligner Market Competitor Analysis

Clear Aligner market is highly competitive due to the rapid adoption of advanced digital technology and tools, 3D printers and CAD/CAM appliances. Moreover, the market players are rapidly opting for strategic expansions and collaborations for expanding their geographical presence and product launches. Some of the key market players operating in the market include Align Technology, Inc., 3M Company, Dentsply Sirona, Argen Corporation and Henry Schein Inc.

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