

## **Global Orthodontic Supplies - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Global Orthodontic Supplies Market is expected to register a CAGR of 7.5% during the forecast period.

The COVID-19 pandemic has adversely affected the global orthodontic supplies market in 2020. In addition, the dental visits were postponed for at least a one-month period for patients with SARS infection. For instance, according to the study conducted in Brazil in May 2020, 395 orthodontists responded to an online poll, 66.8% were solely dealing with emergencies, while 14.2% shuttered their operations due to the COVID-19 outbreak. Contrarily, just 19% of orthodontists offered regular orthodontic appointments. Thus, the decreasing hospital visits and shutting down of the clinics have negatively impacted the orthodontic supplies market during the pandemic. According to an article published by the Journal of the World Federation of Orthodontists, in October 2020, it has been found that 27.3% of the patients were unable to attend their appointments and 69% were unable to get the services, and treatment due to the closure of the dental clinics. Additionally, many of the companies reported a decline in the revenue of their orthodontics supplies segment as well as the decline in customer demand during the first two quarters of 2020. This is due to the government actions and restrictions imposed to limit the spread of COVID-19. Moreover, the end-user demand was affected by the dental association's guidelines to perform only emergency procedures. Hence, the COVID-19 has significant impact on the studied market growth.

The factors propelling the market includes increasing prevalence of orthodontic conditions, surge in technological advancements, and increased awareness of orthodontic procedures.

According to an article published by the Dentistry Journal, in October 2021, malocclusion is considered one of the most serious dental health problems after periodontal disease and caries. In addition, an estimated prevalence rate of malocclusion is between 39% and 93% in children and adolescents. Thus, the rising burden of malocclusion among the population is likely to increase the

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demand for orthodontics supplies such as braces and aligners, thereby fueling the market growth.

According to an article published by the Journal of Clinical and Diagnostic Research, in May 2021, titled 'Prevalence of Malocclusion and its Relationship with Socio-demographic Factors, Dental Caries and Oral Hygiene Status in 12-15 Years Children of Lucknow City', the study reported that the prevalence rate of malocclusion among the population was found to be 23.1%.

Furthermore, the strategies adopted by key market players such as partnerships and acquisitions is expected to boost the market growth. For instance, in June 2021, Dentsply Sirona acquired the assets of Propel Orthodontics. This acquisition will assist the company to strengthen its position in the fast-growing orthodontics supplies market.

Thus, due to the above-mentioned factors, the studied market is expected to grow during the study period. However, unfavourable reimbursement policies, and risks and complications associated with orthodontic treatments is expected to restrain the market growth during study period.

## Orthodontic Supplies Market Trends

### Brackets Holds the Leading Position in the Orthodontic Supplies Market

Brackets is dominating the orthodontic supplies market during the forecast period. Brackets are mostly preferred by orthodontists and are largely adopted owing to their comfort and convenience, which is propelling the growth of the segment. Furthermore, the rising reimbursement policies and healthcare insurance related to oral treatments will further boost the growth of the brackets segment in the orthodontic supplies market.

Moreover, treatment with brackets is usually less time-consuming and the growing prevalence of malocclusion cases and chronic orthodontic disorders will escalate the market growth of the brackets segment in the orthodontic supplies market globally. Furthermore, increasing awareness of oral care, a rising number of dentists, and growing incidences of dental diseases are also expected to drive the market over the forecast period. As per a March 2022 update by the World Health Organization (WHO), it is estimated that oral diseases affect nearly 3.5 billion people worldwide and severe periodontal (gum) disease, which may result in tooth loss is also very common, with almost 10% of the global population affected.

Additionally, 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% which increases the demand for brackets, thus augmenting the segment.

Furthermore, launch of new products in the segment is expected to positively impact the segment growth. For instance, in June 2021, Ormco Corporation launched revolutionary passive self-ligation braces technology with the launch of its new Damon Ultima System which gives orthodontists precise control to move teeth more efficiently and reliably with gentler forces to help orthodontists finish faster with better patient comfort. In May 2022, OrthoSelect launched DIBS AI 7.0 which advances the science of precision digital bracket placement. Thus, technological advancements in the segment will further drive the market.

Thus, due to the above-mentioned factors, the studied segment is expected to grow significantly during the study period.

### North America is Expected to Dominate the Market Over the Forecast Period

North America has the largest market share, with the United States being the larger contributor when compared to Canada. The North American orthodontic supplies market is mainly due to the high prevalence of dental disorders, along with the increasing urge in people to look better, aesthetically. The factor in this region driving the market are growing population, rising interest for

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dental aesthetic procedures among people, increment in legislative use on oral social insurance crosswise over North America, and the high reimbursement policies when compared to other regions.

According to statistics published by the Eur J Pediatr Journal, in 2020, titled 'Worldwide Prevalence of Malocclusion in the Different Stages of Dentition,' in the United States, the prevalence of malocclusion was 53%. The high prevalence of malocclusion among the population further increases the demand for orthodontics supplies such as braces, archwires, and others to hide any deformities, thereby propelling the market growth.

According to the American Dental Association, in June 2021, 85% of people are highly concerned about their dental health in the United States. Thus, the increasing concerns of the patients regarding their the demand for aesthetic braces, thereby fueling the market growth.

The rising investments in the country to improve the technology in the market will further drive the market growth. For instance, in May 2022, KLOWen Braces, Inc. recieved a funding of USD 10.5 million to leverage 3D printing, artificial intelligence and digital indirect bonding to offer the only 7 - 7 custom solution with options for both metal and clear brackets. With this funding, the company will create a seismic shift in the way patients experience braces, and will also vastly improve the earnings potential of orthodontists.

Furthermore, strategies such as partnerships and collabortions are readily adopted by market players which is positively impacting the market growth. For instance, in July 2022, Sage Dental and SheepMedical entered into partnership to offer KiyoClear orthodontic aligners in the United States.

Thus, due to the above-mentioned fcators, United States is expected to register significnt growth during study period.

#### Orthodontic Supplies Industry Overview

The orthodontic supplies market is highly fragmented because of the presence of global and local players. The Major players in the market includes The 3M Company, Align Technology Inc., American Orthodontics, DB Orthodontics Ltd, Dentsply Sirona Inc., G&H Orthodontics Inc., Great Lakes Orthodontics Ltd, etc. The market is growing rapidly owing to the availability of a wide range of products.

#### Additional Benefits:

- <li> The market estimate (ME) sheet in Excel format </li>
- <li> 3 months of analyst support </li> </ul>

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