Latin America Orthodontic Supplies Market by Removable & Fixed Braces, Archwire, Anchorage Appliances, Ligature & Adhesives - Forecast to 2020

Description:

Latin America Orthodontic Supplies Market by Removable & Fixed Braces (Brackets (Self Ligating, Lingual), Archwire (Nickel Titanium, Stainless Steel), Anchorage Appliances (Buccal Tube, Band), Ligature (Elastomeric, Wire)) & Adhesives - Forecast to 2020.

The Latin American orthodontic supplies market is poised to reach USD 320.2 million by 2020 at a CAGR of 5.5% during the forecast period. Although mature markets (such as the Brazil and Mexico) hold larger shares in the orthodontic supplies market, Chile is expected to witness the highest growth during the forecast period. Factors such as the growing number of patients with malocclusions, decreasing trade barrier for medical devices in some Latin American countries, and rising disposable incomes in Brazil, Mexico, and Chile are propelling the growth of the Latin American orthodontic supplies market. On the other hand, the risks and complications during or post-orthodontic treatments and limited reimbursement coverage for orthodontic treatments are restraining the growth of this market.

In this report, the market has been segmented on the basis of product (removable braces, orthodontic adhesives & fixed braces) and countries. The fixed braces market holds the largest market share in 2015, owing to the better affordability of fixed braces over removable braces, high prevalence of patients with malocclusions and jaw disease, and increased adoption of fixed braces among adolescents. However, the removable braces market is estimated to grow at a high CAGR of 6.4% from 2015 to 2020.

Geographically, Brazil commands the largest share of 30.0% the Latin American orthodontic supplies market in 2015, followed by Mexico. A number of factors such as the rising prevalence of malocclusions, growing middle-class population, increasing number of orthodontists, rising number of training and development programs on orthodontics treatment, and rising government initiatives and support towards the improvement of oral healthcare in the country are driving the growth of the orthodontic supplies market in Brazil. However, its complicated tax and product approval systems, high cost of orthodontic treatment, and ongoing economic recession are hampering Brazil's market growth. Chile is poised to grow at the highest CAGR of 6.3% in the market due to the healthcare and trade-related initiatives taken by the Chilean government to raise awareness and better economic landscape in Chile as compared to other countries.

The Latin American Orthodontic Supplies market is highly competitive, with a large number of domestic and international players. As of 2014, Latin American Orthodontic Supplies market was dominated by Dental Morelli Ltda. (Brazil) and 3M Corporation (U.S.), which together accounted for ~63% of the market. Orthometric (Brazil) was the third leader in the market. Geographic expansion, new product launches, and product upgradation were the major strategies adopted by most market players to achieve growth in the Orthodontic Supplies market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis — industry analysis (porter's five force model), market share analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the orthodontic supplies market, high-growth countries, government initiatives, drivers, restraints, and opportunities. The abovementioned market research data, current market size, and forecast of future trends will help existing players and new entrants to make the necessary decisions regarding product offerings, geographic focus, strategic approach, R&D investments, and levels of output in order to remain successful.

Firms purchasing the report could use any one or combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on orthodontic supplies products and services offered by
the top 10 players in the Latin American orthodontic supplies market. The report analyzes the orthodontic supplies market by products and countries.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various orthodontic supplies products across key countries.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Latin American orthodontic supplies market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and recent developments of the leading players in the Latin American orthodontic supplies market.
5.3.3 Improving Socioeconomic Status And Rise In Middle-Class Population And Disposable Income
5.3.4 Challenges
5.3.4.1 Strong Ongoing Economic Recession In The Latin America
5.3.4.2 Heavy Medical Device Tariffs And Non-Tariff Barriers In Major Markets
5.3.5 Industry Trends
5.3.5.1 Growing Demand For Aesthetic Products
5.3.5.2 Noteworthy Position Of Domestic Players In The Latin American Orthodontics Supplies Market
5.3.5.3 Inflow Of Low-Cost Chinese Products In The Market
5.3.6 Strategic Recommendations: Way To Market

6 Latin American Orthodontic Supplies Market, By Product
6.1 Introduction
6.2 Removable Braces
6.3 Fixed Braces
6.3.1 Brackets
6.3.1.1 Conventional Brackets
6.3.1.2 Self-Ligating Brackets
6.3.1.3 Lingual Brackets
6.3.2 Archwires
6.3.2.1 Beta Titanium Archwires
6.3.2.2 Nickel Titanium Archwires
6.3.2.3 Stainless Steel Archwire
6.3.3 Anchorage Appliances
6.3.3.1 Bands And Buccal Tubes
6.3.3.2 Miniscrews
6.3.4 Ligatures
6.3.4.1 Elastomeric Ligatures
6.3.4.2 Wire Ligatures
6.4 Orthodontic Adhesives

7 Latin American Orthodontic Supplies Market, By Country
7.1 Introduction
7.2 Brazil
7.3 Mexico
7.4 Chile
7.5 Argentina
7.6 Peru
7.7 Rest Of Latin America

8 Competitive Landscape
8.1 Overview
8.2 Market Share Analysis
8.3 Competitive Situation And Trends
8.4 Recent Developments
8.4.1 New Product Launches And Product Upgrades
8.4.2 Geographic Expansions
8.4.3 Other Developments

9 Company Profiles
(Overview, Financials, Products & Services, Strategy, & Developments)*
9.1 3M Unitek Corporation (A Subsidiary Of 3M Company)
9.2 Ormco Corporation (A Subsidiary Of Danaher Corporation)
9.3 American Orthodontics
9.4 Dentsply International Inc.
9.5 Dental Morelli Ltda.
9.6 Orthometric
9.7 Eurodonto
9.8 Aditek Do Brasil Ltda.
9.9 Tecnident Orthodontic Equipment Ltd.
9.10 Forestadent Bernhard Förster GmbH
*Details On Financials, Product & Services, Strategy, & Developments Might Not Be Captured In Case Of Unlisted Companies.
Appendix

10.1 Insights Of Industry Experts
10.2 Discussion Guide
10.3 Introducing Rt: Real-Time Market Intelligence
10.4 Available Customizations
10.5 Related Reports

List Of Tables

Table 1 Latin American Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 2 Latin American Removable Braces Market Size, By Country, 2013–2020 (USD Million)
Table 3 Latin American Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 4 Latin American Fixed Braces Market Size, By Country, 2013–2020 (USD Million)
Table 5 Latin American Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 6 Latin American Orthodontic Brackets Market Size, By Country, 2013–2020 (USD Million)
Table 7 Latin American Conventional Brackets Market Size, By Country, 2013–2020 (USD Million)
Table 8 Latin American Self-Ligating Brackets Market Size, By Country, 2013–2020 (USD Million)
Table 9 Latin American Lingual Brackets Market Size, By Country, 2013–2020 (USD Million)
Table 10 Latin American Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 11 Latin American Orthodontic Archwires Market Size, By Country, 2013–2020 (USD Million)
Table 12 Latin American Beta Titanium Archwires Market Size, By Country, 2013–2020 (USD Million)
Table 13 Latin American Nickel Titanium Archwires Market Size, By Country, 2013–2020 (USD Million)
Table 14 Latin American Stainless Steel Archwires Market Size, By Country, 2013–2020 (USD Million)
Table 15 Latin American Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 16 Latin American Orthodontic Anchorage Appliances Market Size, By Country, 2013–2020 (USD Million)
Table 17 Latin American Bands And Buccal Tubes Market Size, By Country, 2013–2020 (USD Million)
Table 18 Latin American Miniscrews Market Size, By Country, 2013–2020 (USD Million)
Table 19 Latin American Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 20 Latin American Orthodontic Ligatures Market Size, By Country, 2013–2020 (USD Million)
Table 21 Latin American Elastomeric Ligatures Market Size, By Country, 2013–2020 (USD Million)
Table 22 Latin American Wire Ligatures Market Size, By Country, 2013–2020 (USD Million)
Table 23 Latin American Adhesives Market Size, By Country, 2013–2020 (USD Million)
Table 24 Latin American Orthodontic Supplies Market Size, By Country, 2013–2020 (USD Million)
Table 25 Brazil: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 26 Brazil: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 27 Brazil: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 28 Brazil: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 29 Brazil: Orthodontic Anchorage Appliances Market Size,
By Type, 2013–2020 (USD Million)
Table 30 Brazil: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 31 Mexico: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 32 Mexico: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 33 Mexico: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 34 Mexico: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 35 Mexico: Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 36 Mexico: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 37 Chile: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 38 Chile: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 39 Chile: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 40 Chile: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 41 Chile: Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 42 Chile: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 43 Argentina: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 44 Argentina: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 45 Argentina: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 46 Argentina: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 47 Argentina: Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 48 Argentina: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 49 Peru: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 50 Peru: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 51 Peru: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 52 Peru: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 53 Peru: Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 54 Peru: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 55 Rola: Orthodontic Supplies Market Size, By Product, 2013–2020 (USD Million)
Table 56 Rola: Fixed Braces Market Size, By Type, 2013–2020 (USD Million)
Table 57 Rola: Orthodontic Brackets Market Size, By Type, 2013–2020 (USD Million)
Table 58 Rola: Orthodontic Archwires Market Size, By Type, 2013–2020 (USD Million)
Table 59 Rola: Orthodontic Anchorage Appliances Market Size, By Type, 2013–2020 (USD Million)
Table 60 Rola: Orthodontic Ligatures Market Size, By Type, 2013–2020 (USD Million)
Table 61 Top 5 New Product Launches And Product Upgrades, 2012-2015
Table 62 Geographic Expansions, 2012-2015
Table 63 Top 5 Other Developments, 2012-2015

List Of Figures
Figure 1 Research Design
Figure 2 Orthodontic Supplies Market: Bottom-Up Approach
Figure 3 Orthodontic Supplies Market: Top-Down Approach
Figure 4 Orthodontic Supplies Market: Data Triangulation
Figure 5 Assumptions
Figure 6 Latin American Orthodontic Supplies Market Size, By Product, 2015 Vs. 2020 (USD Million)
Figure 7 Latin American Orthodontic Supplies Market, By Type, 2015 Vs. 2020 (USD Million)
Figure 8 Latin American Orthodontic Supplies Market, By Region, 2015 (USD Million)
Figure 9 Emerging Countries Unfolds New Growth Opportunities In The Latin American Orthodontic Supplies Market
Figure 10 Fixed Braces Segment Dominates The Latin American Orthodontic Supplies Market
Figure 11 Removable Braces Market In Chile Offers Lucrative Growth Opportunities For Market Players
Figure 12 Brazil Is Expected To Dominate Latin American Fixed Braces Market In 2015
Figure 13 Orthodontic Supplies Market Segmentation
Figure 14 Latin American Orthodontics Market: Drivers, Restraints, Opportunities, And Challenges
Figure 15 Increasing Prevalence Of Malocclusion And Other Oral Diseases Is Driving Market Growth
Figure 16 Limited Reimbursement Coverage For Orthodontic Treatment Is Restraining Market Growth
Figure 17 Rising Medical Tourism Unfolds New Growth Opportunities For Market Players
Figure 18 Ongoing Economic Recession In The Major Countries Of Latin America Poses A Key Challenge To The Market
Figure 19 Fixed Braces Segment Is Expected To Dominate The Latin American Orthodontic Supplies Market In 2015
Figure 20 Chile To Grow At The Highest Rate In The Latin American Removable Braces Market
Figure 21 Brackets Segment Is Expected To Dominate The Latin American Fixed Braces Market In 2015
Figure 22 Latin American Fixed Braces Market Size, By Country, 2015 & 2020 (USD Million)
Figure 23 Conventional Brackets Segment Is Expected To Dominate The Latin American Orthodontic Brackets Market In 2015
Figure 24 Latin American Orthodontic Brackets Market Size, By Country, 2015 & 2020 (USD Million)
Figure 25 Brazil Is Expected To Dominate The Latin American Orthodontic Conventional Brackets Market In 2015
Figure 26 Latin American Self-Ligating Brackets Market Size, By Country, 2015 & 2020 (USD Million)
Figure 27 Brazil Is Expected To Dominate The Latin American Lingual Brackets Market In 2015
Figure 28 Beta Titanium Archwires Segment Is Expected To Dominate The Latin American Orthodontic Archwires Market In 2015
Figure 29 Latin American Orthodontic Archwires Market, By Country, 2013–2020 (USD Million)
Figure 30 Brazil Is Expected To Dominate The Latin American Beta Titanium Archwires Market In 2015
Figure 31 Latin American Nickel Titanium Archwires Market, By Country, 2015 & 2020 (USD Million)
Figure 32 Brazil Is Expected To Dominate The Latin American Stainless Steel Archwires Market In 2015
Figure 33 Bands And Buccal Tubes Segment Is Expected To Dominate The Latin American Orthodontic Anchorage Appliances Market In 2015
Figure 34 Latin American Orthodontic Anchorage Appliances Market, By Country, 2015 & 2020 (USD Million)
Figure 35 Brazil Is Expected To Dominate The Latin American Bands And Buccal Tubes Market In 2015
Figure 36 Latin American Miniscrews Market, By Country, 2015 & 2020 (USD Million)
Figure 37 Elastomeric Ligatures Segment Is Expected To Dominate The Latin American Orthodontic Ligatures Market In 2015
Figure 38 Orthodontic Ligatures Market, By Country, 2015 & 2020 (USD Million)
Figure 39 Brazil Is Expected To Dominate The Latin American Elastomeric Ligatures Market In 2015
Figure 40 Mexico Accounts For The Second Largest Share In The Latin American Wire Ligatures Market
Figure 41 Brazil Commands The Largest Share Of The Latin American Adhesives Market
Figure 42 Geographical Snapshot: Chile To Witness High Growth In The Latin American Orthodontic Supplies Market
Figure 43 Fixed Braces Are Expected To Dominate The Brazilian Orthodontic Supplies Market In 2015
Figure 44 The Brackets Segment Is Expected To Dominate The Brazilian Fixed Braces Market In 2015
Figure 45 Removable Braces Segment Is Expected To Grow At The Highest Rate In The Mexican Orthodontic Supplies Market
Figure 46 The Ligatures Segment Accounts For The Second-Largest Share Of The Mexican Fixed Braces Market
Figure 47 Removable Braces Segment Is Expected To Grow At The Highest Rate In The Chile Orthodontic Supplies Market
Figure 48 The Fixed Braces Segment Is Expected To Grow At A Moderate Rate In The Orthodontic Supplies Market In Argentina
Figure 49 Fixed Braces Are Expected To Dominate The Orthodontic Supplies Market In Peru In 2015
Figure 50 Local Players Accounted For A Major Chunk Of The Latin American Orthodontic Supplies Market In 2014
Figure 51 Latin American Orthodontic Supplies Market Share, By Key Player, 2014
Figure 52 New Product Launches Is The Key Strategy Pursued By Players In The Latin American Orthodontic Supplies Market
Figure 53 3M Company: Company Snapshot
Figure 54 Danaher Corporation: Company Snapshot
Figure 55 Dentsply International Inc.: Company Snapshot

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