Orthodontic Supplies Market by Removable & Fixed Braces, Patient - Forecast to 2021

Description: Although the developed regions (such as North America and Europe) are expected to command the largest share in the orthodontic supplies market in 2016, the Asia-Pacific region is projected to grow at the highest CAGR during the forecast period. Factors such as high prevalence of malocclusion and jaw disorders; growing efforts to increase awareness of advanced orthodontic treatments; growing focus of global orthodontic/dental companies on emerging APAC countries; and increasing disposable income coupled with growing middle class population in this region are propelling the growth of the orthodontic supplies market.

Growth in the global orthodontic supplies market is driven by factors such growing number of patients with malocclusion, jaw diseases, tooth decay/tooth loss, and jaw pain; increasing disposable income and expanding middle-class population in developing countries; increasing awareness among consumers about advanced orthodontic treatments; and technological advancements in orthodontic products. In addition, emerging markets such as India, China, Japan, and South Korea are offering new growth opportunities for player operating in this market.

Geographically, North America is estimated to command the largest share of the global orthodontic supplies market in 2016, followed by Europe. The large market share of the North American region can be attributed to the growing number of orthodontic treatment procedures among the regional population, rising per capita disposable income, growing focus on personal appearance, and advanced orthodontic products and treatments availability in the region. However, inadequate public dental insurance policies for orthodontist treatment and high cost of cosmetic dental treatments are restraining the growth of the orthodontic supplies market in this region.

The orthodontic supplies market is competitive, with a large number of global and local providers of orthodontic products. 3M Company (U.S.) Align Technology, Inc. (U.S.), and Danaher Corporation (U.S.), were the top three players in the orthodontic supplies market in 2015. These companies together accounted for ~66% of the global market. New product launches and product enhancements; mergers and acquisitions; geographic expansions; and partnerships and agreements are the major strategies adopted by most of the market players to achieve growth in the orthodontic supplies market.

Reasons to Buy the Report: From an insight perspective, this research report focuses on various levels of analysis—market share analysis of the top players and company profiles, which together comprise and discuss basic views on the competitive landscape; emerging and high-growth segments of the orthodontic supplies market; and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on orthodontic supplies products offered by the top 10 players in the orthodontic supplies market. The report analyzes the orthodontic supplies market by products, patients, and regions

- Product Development/Innovation: Detailed insights on current technologies, research and development activities, and new product launches in the orthodontic supplies market

- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the markets for various orthodontic supplies products across four geographies (North America, Europe, Asia-Pacific, and the Rest of the World)
- Competitive Assessment: Assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the orthodontic supplies market

Research Coverage
This report studies orthodontic supplies market based on products; utilized for various orthodontic treatments. These orthodontic products are used to correct the alignment of teeth (malocclusions), straighten teeth, correct an irregular bite, and close unsightly gaps between teeth. The report also studies, the factors (such as drivers, restraints, opportunities, and challenges) which affect the market growth in positive and negative manner. It analyzes opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders.

The report forecasts the revenue of the market segments with respect to four main regions, namely, North America, Europe, Asia-Pacific, and the Rest of the World. The orthodontic supplies market report strategically profiles the key players which are involved in manufacturing and commercialization of orthodontic products and comprehensively analyze their market shares and core competencies. The report tracks and analyzes competitive developments such as mergers and acquisitions; new product developments; and partnerships and agreements in the orthodontic supplies market.

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