

Market analysis for dental public health

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ABSTRACT

The dental market is one of the most attractive segments of the healthcare industry. It incorporates diagnosis, treatment &

prevention of diseases of the teeth, gums and supporting bones. This market can be segmented into two broad categories: dental consumables and dental equipment. Dental consumables consist of preventive, restorative, implants, prosthetics, orthodontics and endodontics.

INTRODUCTION

The global dental market has been increasing at a stable growth rate. This is attributable to factors such as growing dental implant volume, growing healthcare expenditure, rapid rise in the number of dentists and increasing aging population coupled with increasing demand for oral care and technological advancement. In spite of positive market outlook, the growth could be hindered by costly treatment, stringent regulatory norms and lack of awareness. A few notable trends included in the dental market report are declining cost of dental implants, Korea emerging as a major exporter and increasing market share of dental chains in Europe.

DENTAL SERVICES MARKET COMPETITIVE LANDSCAPE

The global dental services market is highly fragmented. Players in the market include IDH, The British United Prodent Association Limited, Abano Healthcare Group Ltd., Aspen Dental and Birner Dental Management Services, Inc. China, Japan, India, Australia, USA, Brazil, UK, Germany, France, Spain, Italy, Russia

DENTAL SERVICES MARKET SIZE

The Dental Services market is expected to grow at a CAGR of around 9% to nearly \$630 billion by 2022. Growth in the dental services market in the historic period resulted from rise in geriatric population, rise in disposable incomes and health insurance reforms [1]. Factors that negatively affected growth in the historic period are weak wage growth in developed economies, unqualified manpower and limited coverage for dental services. Going forward, economic growth, technology, more educated patients, dental franchise model and dental tourism will drive growth. Factors that could hinder the growth of this market in the future are cost, interest rate increases and government regulations. Some of the major drivers of the market are Economic Growth-The global economy is expected to go through a continued period of steady growth during the forecast period [2]. Technology-Technology is expected to be a continued driver of market growth during this period.

Areas of particular development are likely to be robotics and minimal invasive surgery technologies. Markets such as this one will benefit from the greater efficiencies offered by these technologies. However, the market is expected to face restraints from several factors such as Government Regulation-Dental service providers must follow numerous, complex regulations that set guidelines for service quality and care delivery. Technology companies that entered the healthcare industry are finding it difficult to release products due to excessive regulations. Interest Rate Increases-Interest rates are expected to increase in developed nations, particularly the USA and Europe, during the forecast period.

DENTAL SERVICES MARKET SEGMENTATION

The dental services market is segmented by type, by end use industry By Type- The Dental Services market can be segmented by type into general dentistry, orthodontics and prosthodontics and oral surgery. The general dentistry market was the largest segment of the dental services market in 2018 at around 68%. The orthodontics and prosthodontics market is expected to be the fastest-growing segment. By End Use Industry-The Dental Services market can be segmented by end use industry into Chemicals, Metallurgy, Manufacturing, Food and Beverage, Healthcare, Others By Geography-The Dental Services market is segmented into Asia Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa, and China and the USA. Among these regions, North America is the largest market for dental services, accounting for around 35% of the global market. It was followed by Asia Pacific, Western Europe and then the other regions. Going forward, Asia Pacific and Africa will be the fastest growing regions in this market. These will be followed by the Middle East and South America [3].

POTENTIAL OPPORTUNITIES IN THE DENTAL SERVICES MARKET

With the rise in geriatric population, rise in disposable incomes and health insurance reforms, the potential and scope for the

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global dental services market is expected to increase [4].

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