

News from the European press meeting

Industry leaders gather in Cologne ahead of IDS 2025.

■ In January, over 50 representatives from the dental media and industry gathered at Koelnmesse for its European press meeting ahead of IDS 2025. The conference provided insights into the dental market, discussed upcoming trends and previewed highlights of this year's event.

Market insights and growth drivers

Market analyst Dr Bernd Rebmann, CEO of Rebmann Research, presented findings from the newest edition of *ATLAS DENTAL Europe*, a 250-page report prepared for the 41st IDS. Drawing on data from 500 sources, the report analyses 11 European and overseas markets, including the US, Brazil, Japan and Egypt.

Dr Rebmann outlined key global growth drivers in the dental industry, including demographic changes, heightened awareness of oral health, increasing demand for aesthetic treatments and the rise of dental support

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Mark Stephen Pace, chairman of the Association of the German Dental Industry

organisations. He also outlined key trends that are shaping the dental industry in Europe. Dental practices are increasingly adopting digital technologies and focusing on minimally invasive, patient-centred care, driven by demographic shifts such as ageing populations and the greater need for dental care among older patients. Dental laboratories are benefiting from digital workflows that enhance efficiency, though competition from chair-side restorations is rising. Manufacturers are facing challenges regarding trade barriers and regulatory requirements, emphasising the need for integrated solutions and global expansion. All of these topics are relevant to the future of the industry and will play a significant role at the upcoming IDS.

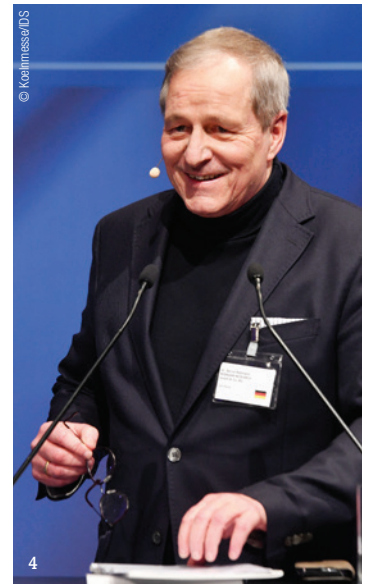


Fig. 1: From left: Oliver Frese chief operating officer of Koelnmesse; Mark Stephen Pace, chairman of the Association of the German Dental Industry; Dr Freddie Sloth-Lisbjerg, president Council of European Dentists; and Dr Bernd Rebmann, CEO of Rebmann Research. - **Fig. 2:** Dr Freddie Sloth-Lisbjerg (centre) highlighted that the European dental sector is shifting towards larger practices, specialisation and teamwork, but workforce challenges must be addressed. - **Fig. 3:** In his speech, Mark Stephen Pace emphasised the importance of showcasing innovation, service and reliability at IDS to position the industry as a strong partner for global trade visitors. - **Fig. 4:** Dr Bernd Rebmann presented insights from *ATLAS DENTAL Europe*, highlighting global dental industry growth drivers. - **Fig. 5:** The press conference took place at Koelnmesse on 22 January. - **Fig. 6:** Journalists and key figures of the dental industry were eager to learn about market insights and emerging trends.

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today will appear in advance of the 41st International Dental Show in Cologne, which will take place 25–29 March 2025.

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Preview of IDS 2025

Oliver Frese, chief operating officer of IDS organiser Koelnmesse, confirmed that IDS 2025 is set to host approximately 2,000 exhibitors from 60 countries, 77% of whom are from abroad. Countries like South Korea, Italy, the US, China, Turkey, Spain, France and Switzerland will be among the most prominently represented. “The fair has grown significantly since its centenary in 2023, and registration numbers are already exceeding last year’s figures,” he said. IDS 2025 aims to surpass the success of the 2023 edition, which welcomed around 120,000 trade visitors from 122 countries. This year’s event will span seven halls and cover 180,000 m².

Mark Stephen Pace, chairman of the Association of the German Dental

Industry, which is involved in organising the event, expressed enthusiasm for the upcoming event. “This will be the first IDS after our 100th anniversary in 2023. We are now in year one of the second century of IDS. Despite changing conditions, we remain a constant in the industry,” he stated.

“IDS will once again be the indispensable global marketplace for the dental industry. As the most comprehensive showcase of innovations in dental medicine and technology, it presents the entire global dental market in an environment of fair competition among suppliers. We can already assume today that, in its role as a trendsetter and pacesetter, IDS will once again boost the global dental industry,” Pace concluded.

Innovations and opportunities

The press meeting highlighted cutting-edge innovations expected at IDS, particularly in diagnostics, digital imaging and CAD/CAM devices. Reflecting its robust market growth and increasing significance in the industry, the Asia-Pacific region is expected to be widely represented, and the number of exhibitors from the region is increasing. Although companies are keeping product details under wraps, attendees can be sure of seeing the best and the newest in dental technology at the show.

Tickets for IDS 2025 have been available since November 2024. To attract younger dental professionals, dental students and trainees will be given free entry on 29 March. ◀

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