

## Biomaterials and implants stimulate global demand for dental products

New report forecasts compound annual growth rate to reach 6 per cent for both segments

■ The increasing demand for dental biomaterial and implants is driving the global dental equipment and consumables market. According to a report released by US market research company MarketsandMarkets (M&M), both segments are expected to grow at a compound annual growth rate of 6 per cent—only slightly below the 7 per cent growth rate predicted for all market segments combined. Total market volume is forecasted to reach US\$27.6 billion by 2015.

According to the report, the growth of these segments is expected to be highest in North America and the EU, where the generation of ageing baby boomers can afford high-priced dental procedures, including cosmetic treatments and implants. Improved orthodontic products are also in high demand, especially by younger people.

Improvements in the field of dental biomaterials and tissue regenerative material have enabled dentists to offer more natural and long-term dental solutions. The latest technology, such as CAD/CAM, reduces the overall turnaround time for dental procedures, while improving efficiency of dental practitioners further, the report states. ◀◀



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## Implants in Emerging Markets

China, India see fastest growth in tooth replacements

■ Premium manufacturers are driving the market for dental implants and bone-craft substitutes in countries like China and India, according to iData Research. In a market report, the Canada-based consulting company has forecasted the market volume of both countries for dental implants to exceed US\$400 million by the year 2017. Strong double digit growth rates were also predicted for Brazil, another potent global Emerging Market.

The rapid growth of dental implants will also drive the market for dental biomaterials and bone-craft substitutes, the report states. The number of procedures using these materials is expected to reach almost 400,000 in both countries by 2017.

“The de-regulation of dental care services in China and India has fueled growth of private dental clinics in major urban centers,” said Dr Kamran Zamanian, CEO of iData. “In addition, the low cost of labor has kept implant procedural costs relatively low, promoting dental tourism from countries such as Japan, South Korea and Australia.”

Markets in China and India are currently dominated by few foreign manufacturers such as DENTSPLY Friadent, Nobel Biocare or Straumann. The Swiss-based company particularly has increased its market share in China and South Eastern Asia with the introduction of innovative products including the Bone Level Implant and SLActive dental implant surface technology.

Global business consultant Frost & Sullivan recently awarded the company with its 2010 Asia Pacific Dental Implant Company of the Year Award for superior performance in different areas such as strategic product development.

Europe still holds the largest share of the US\$3.2 billion worth global dental implant market followed by the US, Korea and Japan. The market itself is projected to growth by more than 20 per cent over the next five years. ◀◀

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