



(DTI/Photo Koelnmesse Pte Ltd, Singapore)

## Asia largest growth market for German dental equipment

Industry remains positive for International Dental Show despite falling exports in 2009/2010

More and more German dental equipment is exported to Asia, new figures released by the Association of German Dental Manufacturers have revealed. According to the latest member survey, 40 per cent of all manufacturers reported an increase of sales in that region in 2009. Less growth was observed in Western European and the US, the two main markets

for German dental equipment. Total German dental exports fell by almost 10 per cent last year due to the ongoing financial economic turmoil in most parts of the world. At the same time, domestic sales increased by 2,5 per cent to over €1.62 billion. Germany currently exports over 50 per cent of its domestically-fabricated dental equipment abroad.

VDDI chairman Dr Martin Rickert commented that the tense situation in the global economy has significantly affected consumer behaviour and willingness to invest in new equipment. Submarkets have also shown mixed results during the course of the year. He added that despite the slow economic recovery, expectations for exports in 2010 remain positive with the growing

interest in aesthetic-driven solutions and increasing standards of living in emerging countries like Brazil, Russia, India or China accelerating demand.

With a total turnover of over €3 billion, Germany is the second largest market for dental equipment worldwide only surpassed by the United States. ◀◀

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## Dentistry in Europe

Markets defy economic gloom, ADDE reports

Most major dental markets in Europe achieved growth rates above 3 per cent last year, the 2010 report by the Association of Dental Dealers in Europe (ADDE) in Switzerland has revealed. France had the highest growth rates in 2009 with 20 per cent, followed by the United Kingdom (7,4 per cent) and Germany (3,2 per cent).



(DTI/Photo Koelnmesse, Germany)

Despite being the second largest manufacturer of dental equipment in Europe, the market in Italy shrank by 5,9 per cent, according to the report.

The report also showed that sales for dental units and equipment grew by 5,3 per cent, while sales of consumables remained steady. While the market for laboratory equipment increased slightly, sales of CAD/CAM units did not show any significant growth.

In general, the data indicate a slight increase of the number of practising dentists over Europe (+0,4 per cent), while the number of dental laboratories declined by 1,7 per cent. The total sales volume shows—despite of almost worldwide economic turbulences—an increase of 2,8 per cent, as reported by the 2010 Dental market report, published by ADDE, in coordination with FIDE.

The AADE report, which is being published annually since more than 15 years, cover European dental market trends and developments in over 15 European countries. Representing the interests of more than 960 dental dealer organisations, the Association aims to co-ordinate and represent collective interests of both the dental industry and trade on a European level.

The report can be purchased for €260 through the Associations website at [www.adde.info](http://www.adde.info). ◀◀