

## MARKET ANALYSIS FOR DENTAL CARE

Dental services are provided by dentists or dental professionals, which include diagnosis, prevention, and treatment of dental disorders. These services are subjected to various disorders such as dental caries, tooth decay, and pyorrhoea. Dental services mainly focus on the maintenance of healthy teeth, oral hygiene, and dental surgery. The major factors that contribute to the growth of the dental services market include the increasing prevalence of dental caries & other periodontal diseases, high demand for cosmetic dentistry & laser dentistry, growing awareness of dentistry among people by various dental awareness campaigns, and technological advancements in dental services such as tooth whitening. However, high costs of dental procedures and limited reimbursements for cosmetic dental procedures restrain the market growth. The development of healthcare infrastructure, economic gain for dental practitioners, and growth opportunities in emerging economies are expected to provide numerous opportunities for the market growth during the forecast period. The dental fittings market is segmented on the basis of service type, end user, and region. On the basis of product type, the market is segmented into dental implants, orthodontics, periodontics, root canal or endodontics, cosmetic dentistry, laser dentistry, dentures, smile makeover, and oral & maxillofacial surgery. Based on end user the market is segmented into hospitals and dental clinics. Geographically, the market has been analyzed across North America, Europe, Asia-Pacific, and LAMEA. The key players that operate in this market include Apollo White Dental, Pacific Dental Services, DENTAL SERVICES GROUP, Gentle Dental of New England, Coast Dental, Abano Healthcare Group Limited, Q & M Dental Group, Axiss Dental, Birner Dental Management Services, Inc., and Laboratories Lucas Nicolas, S.L. The demand within the global dental services market is tracing an ascending graph of growth in recent times. An analysis of the growth graph of this market reveals a favourable picture for the market vendors. Advancements in dentistry are an uncontested feat of the healthcare industry, and this factor is at the forefront of market maturity. Moreover, growing focus of the people on maintaining their oral health has also popularised dental health services. Several dentists and medical professionals concur with the need for timely appointments for dental health runs. Henceforth, the aforementioned

factors have helped in driving sales across the global dental service market. Transparency Market Research, in its report on the global dental services market, places value on the important factors responsible for the growth of the global dental services market. Furthermore, the report also decodes the trends prevailing in the healthcare industry that driven sales across the global market. The next decade is expected to witness the inflow of fresh revenues within the global dental services market. This projection is based on an analysis of new dental technologies such as drills, dental caps, and dentures. The report is a deft analysis of several other vital trends, challenges, and opportunities floating in the market. Dental services encapsulate a wide range of offerings that have helped several end-users in improving their dental health. The availability of improved root canal treatment lines has helped in popularising dental services amongst end-users. Moreover, dental fillings and cements are also extensively used for conducting important treatments. The growing trend of resorting to smile enhancement treatment has also garnered the attention of the masses. There is humongous demand for invisible braces that can help reshaping the alignment of teeth. Henceforth, the dental services market is replete with new opportunities for market growth and maturity. The wide service portfolio of the dental industry has enabled dental equipment manufacturers to capitalise on the high paying capacity of the end-users. Besides, several unmet needs within the domain of dentistry have been a cue for equipment manufacturers to invest in core research and development. As new technologies emerge in the dental sector, more people are expected to subscribe to dental services in the years to come. Besides, recommendations of healthcare professionals and dentists have also helped in driving demand within the dental services market. Marketing efforts to popularise dental services include online campaigns, free dental camps, and education programs. Therefore, the global dental services market is abuzz with new opportunities and growth paradigms. On the basis of geography, the dental services market can be segmented into South America, Europe, Latin America, Asia Pacific, and the Middle East. The US dental industry is growing at a sturdy pace, mainly due to increased investments in oral care treatments, smile enhancement procedures, and RCTs. Availability of cutting-edge technologies is at the helm of regional market growth.