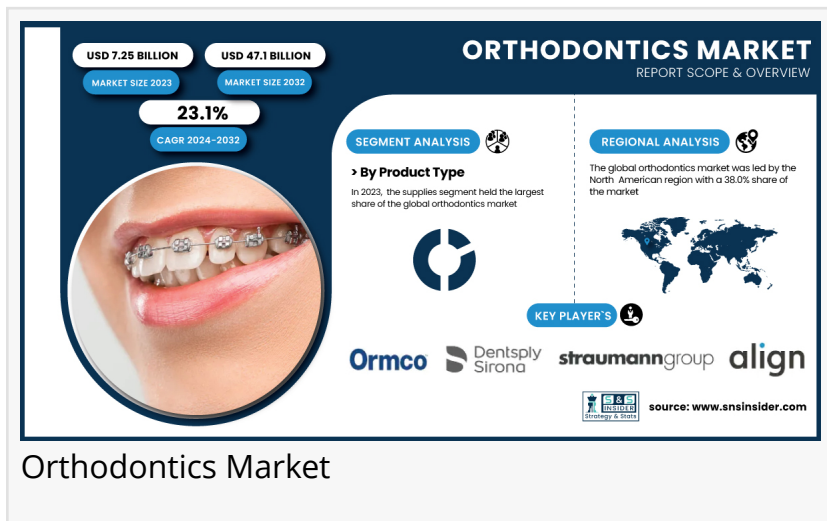


Orthodontics Market to Surge to USD 47.1 Billion by 2032 - SNS Insider

Orthodontics Market is Fueled by Technological Advancements, Increasing Prevalence of Dental Disorders, and Growing Adult Adoption of Orthodontic Treatments

AUSTIN, TX, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- According to Research by SNS Insider, The global [Orthodontics Market](#) was valued at USD 7.25 billion in 2023 and is projected to grow significantly, reaching USD 47.1 billion by 2032,

expanding at a robust CAGR of 23.1% over the forecast period. The market's expansion is driven by rising awareness about dental aesthetics, the growing popularity of orthodontic treatments among adults, and advancements in technology, which have led to the development of more effective, comfortable, and aesthetically pleasing treatment options.



Orthodontics Market

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The integration of AI and machine learning in orthodontics is revolutionizing treatment planning and outcomes, making personalized care more accessible and efficient.”

SNS Insider

Orthodontics, which focuses on correcting misaligned teeth, malocclusions, and jaw alignment issues, has seen a surge in adoption due to the growing emphasis on dental aesthetics and oral health. The market is further propelled by the launch of innovative products such as clear aligners and AI-powered diagnostic tools, which are transforming treatment efficiency and patient outcomes.

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Product Type Trends, in 2023, the supplies segment accounted for the largest share of the global orthodontics market.

The growing need for orthodontic supplies, such as braces, aligners, and accompanying accessories, continues to drive the demand for the supplies segment. Nevertheless, the fastest

growth is expected to be seen in the instruments segment because of new technologies. 3D scanning and digital diagnosis are transforming orthodontic procedures, enhancing accuracy, shortening treatment duration, and overall patient satisfaction. These technologies are enhancing orthodontic treatments to be more effective and efficient, fueling the use of sophisticated instruments. With digital technologies increasingly being incorporated into orthodontics, the instruments segment is expected to grow substantially during the forecast period.

Age Group Analysis, the adult segment represented the largest share of the global orthodontics market in 2023

The increase in adult orthodontics is driven by mounting awareness of dental aesthetics, the availability of improved treatments such as clear aligners, and a larger demand from adults for aesthetic correction. Orthodontic treatments have historically been connected with children and adolescents, but the demand among adults has escalated. This transformation is prompted by the existence of more inconspicuous and comfortable solutions tailored to adults, like clear aligners and nearly invisible braces. As adult-oriented solutions gain more accessibility, the adult orthodontics market will witness consistent growth over the coming years.

End-User Trends, the dentist and orthodontist-owned practices segment captured the largest share of the orthodontics market in 2023.

Practices owned by orthodontists and dentists continue to be the leading segment in the market for orthodontics through deep patient trust and access to sophisticated orthodontic technologies. These practices continue to dominate through their established systems, experienced professionals, and capacity for bespoke treatment plans. Nevertheless, online orthodontic services and dental clinics are increasingly emerging as alternative solutions, providing convenience and affordability. Regardless of this, the strong infrastructure and name of established dental clinics are important factors in their market dominance, ensuring they are well-placed to withstand increasing competition.

Regional Analysis, North America led the global orthodontics market with a 38.0% share in 2023

Fuelled by well-developed healthcare infrastructure, increased consumer consciousness regarding dental aesthetics, and rising demand for orthodontic care among children and adults. The United States is one of the most prominent contributors to this dominance, with robust investments in dental technology and a heightened emphasis on preventive care.

Conversely, the Asia-Pacific region is witnessing the most rapid growth in the orthodontics market, fueled by growing disposable incomes, rising healthcare investments, and a growing middle class with rising dental aesthetics concerns. China and India are witnessing high adoption of orthodontic treatments as a result of the growing awareness of dental hygiene and aesthetics, coupled with the availability of sophisticated orthodontic technologies at affordable prices. This

fast growth is likely to persist as the healthcare systems of the region keep on improving and the need for orthodontic solutions keeps on growing.

Key Players in Orthodontics Market

- Align Technology (Invisalign, iTero Scanner)
- Straumann Group (ClearCorrect Aligners, Orthocaps)
- Dentsply Sirona (SureSmile Aligners, In-Ovation Braces)
- 3M Oral Care (Clarity Aligners, Incognito Braces)
- Ormco Corporation (Damon Braces, Spark Aligners)
- Henry Schein Orthodontics (SLX Clear Aligners, Carriere Motion Appliance)
- American Orthodontics (Empower Braces, Radiance Plus Brackets)
- G&H Orthodontics (Titanium Orthodontic Wires, Aligner Chewies)
- Rocky Mountain Orthodontics (Mini Sprint Brackets, RMBond Adhesives)
- TP Orthodontics (Inspire ICE Brackets, TruForce Archwires)
- Great Lakes Dental Technologies (ASTICS Retainers, MiniScope Appliances)
- DynaFlex (ClearFusion Aligners, Hyrax Expanders)
- Forestadent (Quick Brackets, BioStarter Springs)
- Dentaaurum (Discovery Brackets, rematitan Wires)
- Adenta GmbH (Evolution Brackets, EasyFit Bands)
- Shinye Orthodontic Products (Ceramic Brackets, Niti Archwires)
- JJ Orthodontics (Lingual Buttons, Molar Bands)
- Tomy Inc. (Incognito Lite Braces, TWINLOCK Brackets)
- Hubit Co., Ltd. (Clear Aligner System, Orthodontic Mini Screws)
- BioMers Products (SimpliClear Braces, Fiber Reinforced Composites)

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Table of Contents – Major Key Points

1. Introduction
2. Executive Summary
3. Research Methodology
4. Market Dynamics Impact Analysis
5. Statistical Insights and Trends Reporting
6. Competitive Landscape
7. Orthodontics Market by Age Group
8. Orthodontics Market by Product Type
9. Orthodontics Market by End-user
10. Regional Analysis
11. Company Profiles
12. Use Cases and Best Practices
13. Conclusion

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