

# Bruxism Management Market to Reach USD 14.0 Billion By 2035 As Manufacturers Drive Innovation in Dental

*Rising Demand for Dental Wellness Solutions Fuels Growth in the Global Bruxism Management Market*

NEW YORK, DE, UNITED STATES, August 19, 2025 /EINPresswire.com/ -- The global [bruxism](#)

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Manufacturers are uniquely positioned to transform bruxism care into a growth-driven opportunity that addresses urgent patient needs.”

*Sabyasachi Ghosh*

[management market](#) is entering a transformative decade, presenting manufacturers with strong opportunities for innovation, expansion, and sustained revenue growth. Valued at USD 7.2 billion in 2025, the industry is forecast to reach USD 14.0 billion by 2035, registering a compound annual growth rate (CAGR) of 6.9%. This robust trajectory underscores the market’s role as a critical contributor to the broader healthcare and wellness landscape.

The driving force behind this growth lies in the rising global awareness of the long-term impacts of bruxism—habitual teeth grinding and jaw clenching—on both oral and overall health. Increasingly linked to stress, sleep disorders, and anxiety, bruxism is no longer being overlooked by healthcare providers or patients. This shift in perception presents manufacturers with opportunities to deliver advanced dental devices, effective therapies, and integrated care solutions that address both the symptoms and root causes of the condition.

## Nocturnal Bruxism: The Key Growth Segment

Among market segments, nocturnal bruxism is set to dominate with 61.7% of total revenue in 2025. Teeth grinding during sleep is a condition that often goes unnoticed but carries significant risks if untreated, from dental damage to disrupted sleep cycles. Advances in sleep-monitoring technologies and proactive screening are fueling diagnosis rates, enabling faster and more effective intervention.

For manufacturers, this trend creates demand for next-generation oral appliances and monitoring devices. Innovations in design, material science, and digital health integration are becoming critical differentiators as patients seek comfort, durability, and precision in their

treatment options.

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### Dental Approaches Lead Treatment Preferences

Dental approaches are forecast to hold the largest share of treatment solutions, capturing 52.4% of the market in 2025. Night guards, occlusal splints, and bite guards remain the cornerstone of bruxism management, with customized and patient-friendly designs proving essential to improving compliance and outcomes.

Manufacturers are increasingly focused on enhancing these devices through innovations in materials, ergonomic design, and adaptability. Beyond traditional appliances, opportunities exist in integrating digital dentistry solutions that streamline customization, fitting, and monitoring. This segment remains particularly attractive to manufacturers due to its scalability and consistent demand across clinical and retail channels.

### Anxiety: The Underlying Market Driver

Psychological stress and anxiety, representing 38.5% of the underlying causes in 2025, continue to be recognized as primary triggers of bruxism. With stress-related disorders rising globally, manufacturers are encouraged to consider solutions that integrate with broader wellness and mental health strategies.

The growing emphasis on holistic healthcare means that bruxism devices and therapies must work in tandem with behavioral and stress management approaches. Manufacturers who align with this multidisciplinary trend stand to capture long-term growth, positioning their solutions not just as dental devices, but as integral components of broader healthcare regimens.

### Regional Growth Opportunities for Manufacturers

North America is poised to lead the bruxism management market, driven by high awareness, advanced dental care infrastructure, and the increasing prevalence of anxiety disorders. The



region's demand for innovative oral appliances and therapeutic products offers manufacturers strong entry points and partnership opportunities with dental networks and healthcare providers.

Meanwhile, Asia Pacific represents a high-growth frontier. With relatively low current penetration, investments in healthcare infrastructure, coupled with rising workplace stress and lifestyle shifts, are creating a fertile market for manufacturers. Countries such as China, India, Japan, and South Korea are attracting multinational companies eager to establish cost-efficient manufacturing hubs. For manufacturers willing to scale and adapt to regional healthcare needs, Asia Pacific offers one of the most promising expansion landscapes.

### Addressing Challenges and Fueling Innovation

Despite its growth trajectory, the market faces challenges. Medications and muscle relaxants show limited long-term effectiveness and carry side effects such as nausea and fatigue. Moreover, bruxism mouth guards wear down over time, requiring improvements in durability and functionality.

Manufacturers must address these gaps through R&D investments, particularly in developing advanced biomaterials, intelligent devices with monitoring capabilities, and hybrid solutions that combine physical protection with stress reduction support. With preventative care increasingly prioritized, the race to deliver effective, patient-centered products is intensifying.

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### Competitive Landscape and Emerging Players

The market is shaped by established leaders including Ivoclar Vivadent AG, Ipsen Biopharmaceuticals, Inc., BiTech Inc., DenTek Oral Care, Inc., and Carestream Dental. However, emerging players and start-ups are injecting fresh energy into the industry.

In 2024, for instance, SelfSense Technologies announced plans to launch intelligent mouth guards in Europe and Ireland following a successful funding round. This innovation-driven approach exemplifies how start-ups are capturing niche opportunities by aligning with patient demands for comfort and digital integration. For manufacturers, this competitive environment underscores the importance of agility, partnerships, and continuous product innovation.

### Looking Ahead: Building the Future of Bruxism Care

The bruxism management market's projected expansion from USD 7.2 billion in 2025 to USD 14.0 billion by 2035 reflects the growing prioritization of dental wellness, stress management, and preventive healthcare worldwide. For manufacturers, the decade ahead presents a decisive opportunity to lead the industry forward by delivering scalable, innovative, and patient-focused

solutions.

As awareness deepens and healthcare systems increasingly recognize the link between mental wellbeing, sleep health, and dental health, manufacturers who adapt to evolving demands will shape the future of bruxism management. The industry is not merely about addressing teeth grinding—it is about empowering patients with better health, improved quality of life, and confidence in their care.

**Editor's Note:**

This release is designed to inform stakeholders about the latest market outlook. All values and insights presented are based on provided source content.

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