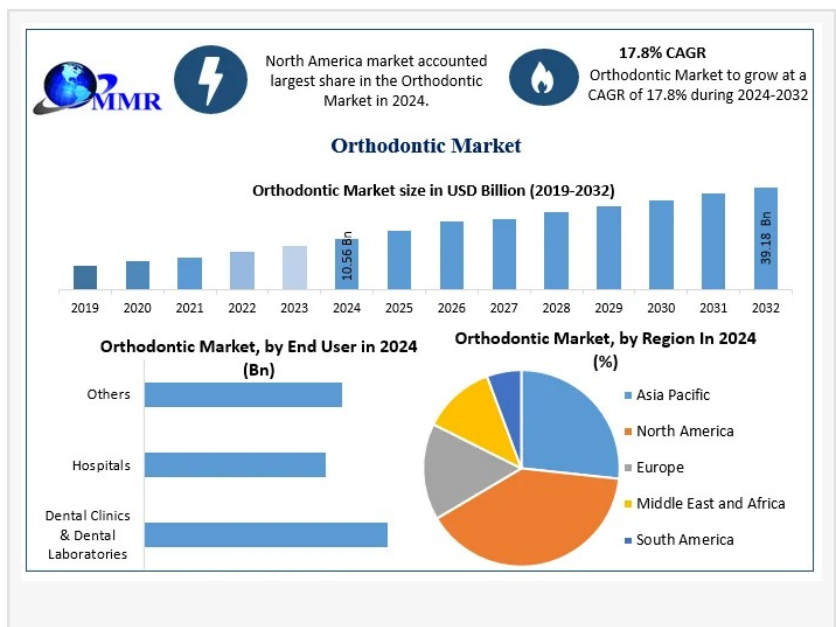


# Orthodontic Market Size to Reach USD 39.18 Billion by 2032 – Trends & Growth

*Orthodontics is a branch of dentistry that specializes in the diagnosis, prevention, and treatment of dental and facial irregularities.*

WILMINGTON, DE, UNITED STATES, October 3, 2025 /EINPresswire.com/ -- The Global [Orthodontic Market](#), valued at USD 10.56 Bn in 2024, is projected to reach USD 39.18 Bn by 2032, driven by rising clear aligner adoption, digital orthodontics, and increasing malocclusion cases worldwide.



Orthodontic Market is undergoing a remarkable transformation, fueled by rising malocclusion cases and a surge in demand for aesthetic dental solutions. With malocclusion affecting up to 93% of children and adolescents worldwide making it one of the top three dental health issues orthodontic treatments are no

longer optional but essential. Growing awareness of the condition's psychological impact, with 46% of young patients reporting lifestyle challenges, is further boosting adoption. The shift toward clear aligners, which combine comfort, aesthetics, and convenience, marks a new era, especially as digital technologies like AI, 3D printing, and tele orthodontics reshape treatment delivery. While high treatment costs ranging from USD 3,000–7,000 in the U.S. and INR 30,000–1.5 lakh in India pose challenges, global players are innovating to bridge affordability and accessibility. These forces are powering orthodontics industry growth across North America, Europe, Asia-Pacific,

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“The Orthodontic Market is evolving rapidly, with clear aligners and digital dentistry reshaping patient experiences and industry growth.”

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*Dharti Raut*

and beyond.

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## How Malocclusion is Driving Growth in the Orthodontic Market

One of the strongest forces driving the Orthodontic Market is the increasing prevalence of malocclusion amisalignment of teeth or jaws that impacts both function and aesthetics. According to research, malocclusion affects anywhere from 39% to 93% of children and adolescents worldwide, making it one of the top three dental health issues after cavities and gum disease. Beyond dental function, malocclusion has social and psychological consequences; around 46% of young people with the condition report a negative lifestyle impact. This rising awareness has fueled orthodontic treatment demand, with more patients seeking braces, retainers, and fueling clear aligners market growth as an appealing, discreet option.

Orthodontic Market Segments Covered	
By Product	Brackets
	Fixed Brackets
	Brackets
	Bands & Buccal
	Tubes
	Archwires
	Others
	Removable Brackets
	Aligners
	Retainers
By Patient Group	Others
	Anchorage Appliances
	Bands and Buccal Tubes
	Miniscrews
	Ligatures
	Elastomeric Ligatures
	Wire Ligatures
	Archwires
	Stainless Steel
	Nickel Titanium
By End User	Beta Titanium
	Other Archwires
	Adults
	Children
	Dental Clinics & Dental Laboratories
	Hospitals
	Others
	North America- United States, Canada, and Mexico
	Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and the Rest of Europe
	Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC
By Region	Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa
	South America – Brazil, Argentina, Rest of South America

## Rising Malocclusion Cases and Clear Aligners Spark Orthodontic Treatment Demand

Yet the market faces hurdles. The high cost of orthodontic treatment and extended therapy duration are major restraints. In countries like India, the average cost of braces ranges from INR 30,000 to 80,000, while Invisalign treatment can exceed INR 1.5 lakh, putting it out of reach for many middle-income families. In the U.S., costs often vary between USD 3,000–7,000, with limited insurance coverage. Treatment durations can extend from 12 months to over 36 months, discouraging busy patients from committing. Despite these barriers, innovations like teleorthodontics, 3D printing, and digital treatment planning are helping reduce treatment time and enhance affordability, fueling orthodontics industry growth worldwide.

## Breaking Down the Orthodontic Market: From Braces to Clear Aligners

The Orthodontic Market segmentation reveals key product, patient-group, and end-user distinctions that shape industry strategies. Under product segmentation, the market is split among fixed brackets, aligners, retainers, anchorage appliances, archwires, and ligatures, with fixed brackets still holding a significant share even as clear aligners gain traction. According to MMR, the Dental Clinics & Dental Laboratories segment dominates over 60% of global orthodontic demand under the end-user segmentation due to the growing number of specialty clinics and aesthetic dentistry adoption. The patient group segmentation shows rising demand from adult orthodontics, which now accounts for more than half of treatments in many urban

markets, though children and teen orthodontics remain critical. This layered segmentation gives insight into how market players target their orthodontics industry growth efforts and tailor service lines for both clinical and end-consumer segments.

### Regional Insights: Leaders and Emerging Markets in Orthodontic Innovation

In 2024, North America continued to command the largest share of the global Orthodontic Market, led by the U.S. and Canada, thanks to advanced dental infrastructure, high adoption of cosmetic dentistry, and strong awareness of oral health. The region's dominance is supported by widespread integration of digital orthodontics and aesthetic treatments. Asia-Pacific is emerging as the fastest growing region, driven by surging demand in China, India, Japan, and South Korea, which together account for over 60% of the region's orthodontic activity. In India, government initiatives like the National Oral Health Program are boosting access to orthodontic care in rural and urban zones alike. Europe, Latin America, and the Middle East & Africa are also showing robust growth as urbanization, rising disposable incomes, and improved dental care access push adoption of braces, clear aligners, and orthodontic technologies across these markets.

### Recent Development Shaping Orthodontics

April 24, 2025 – Dental Monitoring unveiled its new AI-powered tools and platform integrations at the 2025 AAO Annual Session. Key launches include DentalMonitoring + with dynamic 3D visualization, new integrations with Ormco's Spark Aligners & Angel Aligners for remote refinements, and automated AI reply tools.

May 20, 2025 – Graphy presented its Shape Memory Aligner (SMA) technology at AAO 2025, highlighting clinical advantages like treating complex cases (extractions/retreatments) without attachments. Also announced expansion of its SMA systems in Latin America and North America, with over 200 systems under discussion

### Key Trends Driving the Future of Orthodontics

**Rising Demand for Clear Aligners** – The global shift toward aesthetics and comfort is fueling the popularity of clear aligners over traditional braces. Patients increasingly prefer invisible, removable, and customized aligners, which are projected to grow at double-digit adoption rates in the coming years, particularly among teens and young adults.

**Integration of Digital and AI Technologies** – Orthodontics is being reshaped by 3D printing, AI-driven treatment planning, and teleorthodontics, making care faster, more accurate, and accessible. Clinics adopting digital workflows are seeing higher patient satisfaction and improved treatment efficiency.

### Global Giants Reshaping Orthodontic Care

The global Orthodontic Market is highly competitive, with leading players such as Align

Technology, Dentsply Sirona, 3M, Ormco, and Henry Schein driving innovation through advanced orthodontic solutions like clear aligners, digital scanners, and AI-driven treatment planning tools. According to industry data, Align Technology alone has treated over 16 million patients with Invisalign, setting benchmarks in clear aligner adoption worldwide. Companies are increasingly focusing on mergers, partnerships, and product launches to capture growing demand in both developed and emerging economies. For instance, 3M recently introduced next-gen self-ligating braces, while Dentsply Sirona expanded its digital dentistry platforms to integrate orthodontic workflows. This competitive momentum highlights how market leaders are shaping the future of orthodontics with accessible, patient-friendly, and technology-enhanced treatments.

## North America

Align Technology, Inc. (USA)  
Dentsply Sirona Inc. (USA)  
3M Company (USA)  
Ormco Corporation (USA)  
Henry Schein, Inc. (USA)  
American Orthodontics (USA)  
G&H Orthodontics (USA)  
DynaFlex (USA)  
Rocky Mountain Orthodontics (USA)  
Danaher Corporation (USA)  
TP Orthodontics, Inc. (USA)  
Great Lakes Orthodontics, Ltd. (USA)  
SmileDirectClub (USA)

## Europe

Straumann Group (Switzerland)  
Adenta GmbH (Germany)  
Forestadent Bernhard Förster GmbH (Germany)  
3Shape (Denmark)

## Asia-Pacific

GC Orthodontics (Japan)  
DB Orthodontics (China)  
Graphy Co., Ltd. (South Korea)

**Analyst Recommendation:** The key players in the Orthodontic Market prioritize digital technologies, affordable clear aligner solutions, and emerging markets like Asia-Pacific. By addressing cost barriers, leveraging AI-driven treatment planning, and expanding access, companies can capture strong growth opportunities while meeting the rising global demand for

advanced orthodontic care.

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## Orthodontic Market FAQs

What is driving the growth of the Orthodontic Market?

Ans. The Orthodontic Market is growing due to increasing demand for clear aligners, rising awareness of dental aesthetics, and advancements in digital orthodontics such as AI-driven treatment planning and 3D printing.

Which region holds the largest share in the Orthodontic Market?

Ans. North America currently leads the Orthodontic Market due to higher adoption of advanced treatments, strong presence of key players, and rising cosmetic dental procedures. However, Asia-Pacific is projected to grow the fastest with increasing healthcare investments.

Who are the top companies in the Orthodontic Market?

Ans. Leading players include Align Technology, Dentsply Sirona, 3M, Ormco, Henry Schein, Straumann Group, and American Orthodontics, among others, focusing on innovation in clear aligners, digital dentistry, and self-ligating braces.

## Related Reports:

Orthodontic Market: <https://www.maximizemarketresearch.com/market-report/orthodontic-market/186269/>

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