

# Global Clear Aligner (Invisible Braces) Market: Trends & Opportunities (2013-18)

## **Scope of the Report**

The report entitled "Global Clear Aligner (Invisible Braces) Market: Trends & Opportunities (2013-18)" provide an insight into the global dental industry with primary focus on the clear aligner category of orthodontic segment. It covers the market size of dental industry and its market share based on product segment and region. Further, the report focuses on the clear aligner market with detailed analysis of the market size of clear aligners in terms of value as well as volume. It also includes the market share of the same based on major players, volume shipment and geographies. It further captures the market dynamics of clear aligner business in North America, which is one of the largest markets for clear aligner manufacturers. The report also discusses orthodontic patient distribution in North America along with utilization of Invisalign cleaner among the orthodontists and general practitioners of North America.

The report concludes with a brief discussion of major factors driving the clearer aligner market and profiling of the major companies like Align Technology, ClearCorrect, Dentsply and Great Lake Orthodontics in the clear aligner business.

### **Geographical Coverage**

- Global
- North America

### **Company Coverage**

- Align Technology
- ClearCorrect
- Great Lake Orthodontics
- Dentsply

## Executive Summary

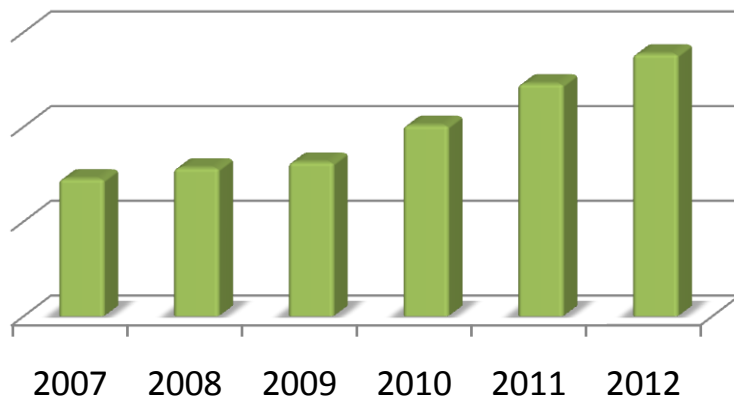
Increasing consumer awareness for oral health, rising per capita income and expanding urban population are all factors which influence the dynamics of global dental industry. The market is primarily bifurcated into two segments: dental consumables and dental equipment. Dental consumables, which represent the largest segment of the dental care industry, include crown/bridge, implant, orthodontics, restorative materials, composites, endodontics, adhesives and cement. The dental equipment segment is composed of large equipments like autoclaves, sterilizers, chairs, communication systems, compressors, cuspidors and digital imaging system. Small equipment, including amalgam removal system, amalgamators, handpiece cleaner, lab equipments, duplicators and ultrasonic cleaners, also fall into the same product segment.

Clear aligner technology is one of the fastest growing segments of the orthodontic market. Treatment through this technology is a clear way to straighten teeth without braces using aligners which offer high level of comfort, convenience and flexibility in comparison to traditional braces. Further, these aligners are cost effective and take less time to complete the straightening procedure. Currently, the market is dominated by Align Technology, among other leading companies following it closely. Continuous innovation in technology and increasing awareness for oral health among individuals are certain to influence the demand for clear aligner procedures at an exponential rate in the near future.

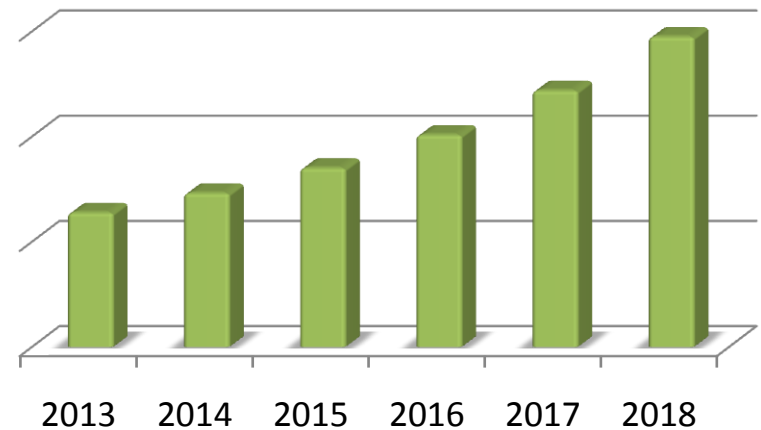
# Global Clear Aligner (Invisible Braces) Market: Overview

Clear Aligner Therapy is an orthodontic treatment in which the patient wears a series of clear, removable aligners that gradually move the teeth to improve bite function and/or esthetic appearance. The technology has been improving over the years and can correct many malocclusions that once would have been too complicated for this form of treatment.

**Global Clear Aligner Market Size, By Value, 2007-12 (US\$ Million)**



**Global Clear Aligner Market Size Forecast, 2013-18 (US\$ Million)**

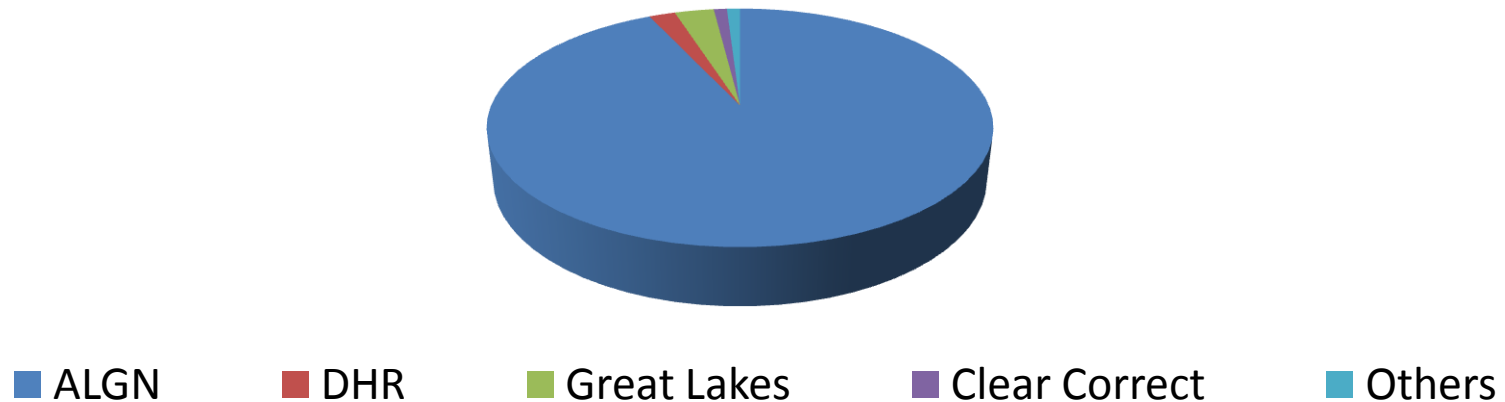


- The Global Clear Aligner market revenue grew from US\$.....million in 2007 to US\$.....million in 2012.
- The Global Clear Aligner market is forecasted to grow at a CAGR of .....% during 2013-18.

# Global Clear Aligner Market Overview

The global clear aligner market is largely dominated by Align Technology, the California based Company that controls majority of the market. The other players in the market are Clear Correct, Great Lakes and DHR. The growing demand and higher adoption rate of the technology could lead to the entry of more players in the market.

**Global Clear Aligner Revenue Market Share, By Major Players, By Revenue, 2012**

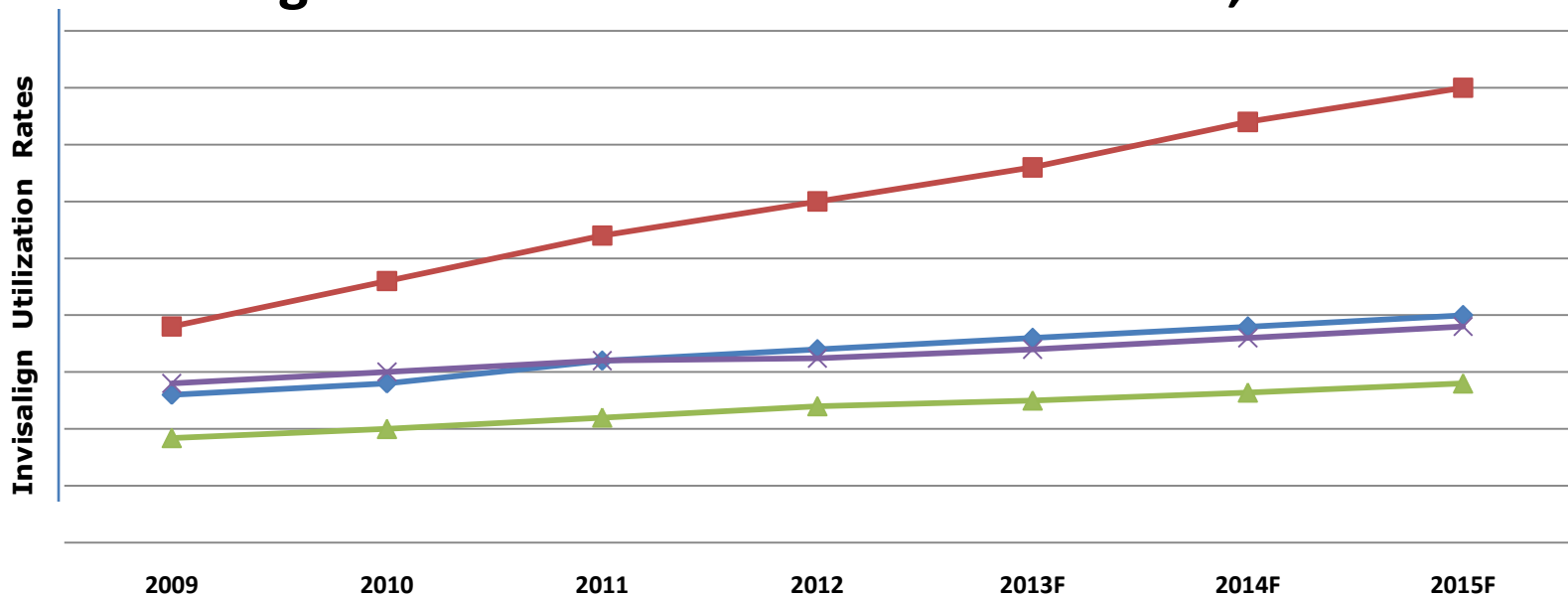


- ALGN Technology is the leading player in the global clear aligner market with a share of .....% in 2012.

# Global Clear Aligner Market Overview

The utilization rate is defined as the average number of cases per submitting doctor. Through 2007 to 2012, the utilization rate of invisalign has varied in different manner across total companies, North America orthodontist and General Practitioners.

## Invisalign Utilization Rate in North America, 2009-2015F



- The total Company utilization rate is projected to grow ..... cases in 2009 to ..... cases in 2015.
- The North America Orthodontists had the highest utilization rate of... cases in 2012.

# Growth Drivers of Clear Aligner Market

## Product Innovation and Technology

- .....
- .....
- .....
- .....

## Increasing Consumer Income and Changing Demographics

- .....
- .....
- .....
- .....

## Cost Effectiveness and Efficiency

- .....
- .....
- .....
- .....

## Growing Support from Orthodontists and Doctors

- .....
- .....
- .....
- .....