

The global dental implant market to experience strong growth despite the economic downturn

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Dental implant procedures are widely accepted and performed by dentists worldwide. Continued growth of the global market for dental implants is driven by increasing awareness of dental implants and the growing global demand for improved oral aesthetics, which has led to an increased number of dental general practitioners performing implant surgeries. The dental implant market is further driven by brand name recognition, technological improvements, and the long term cost efficiency of dental implants relative to alternative treatments.

Despite the poor economic conditions experienced in 2008 and 2009, the European, Asia-Pacific, U.S. and Latin American dental implant markets are expected to recover after a temporary slowdown, and experience strong growth to 2015, as illustrated in Chart 1.

Europe to experience lower market decline than Asia-Pacific or the U.S. in 2009

The European dental implant market experienced high single-digit growth in 2008 and growth is expected to decline less than the Asia-Pacific region or the U.S., remaining positive in 2009. The European market includes 15 countries in Western Europe, as well as Poland and Israel.

Asia-Pacific reaching highest annual growth rate by 2015

The dental implant market in the Asia-Pacific region experienced stronger growth than the European market in 2008. The global economic recession is expected to result in a greater slowdown in market growth for Asia-Pacific than for Europe or Latin America; however, growth is expected to return to double digit rates in 2011. Furthermore, by 2015, the Asia-Pacific region will have the highest average growth rate of the four global regions examined. The Asia-Pacific region includes Japan, South Korea, and Australia.

U.S. expected to have largest implant market decline during the economic recession

The U.S. market for dental implants is expected to experience a sharper decline in growth as a result of the global economic downturn than

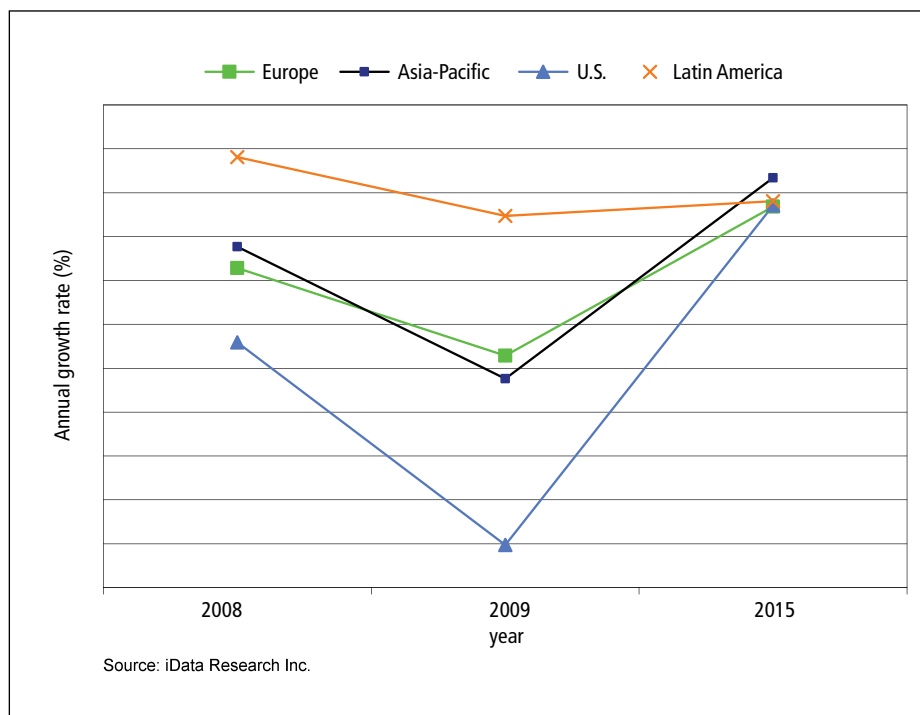


Chart 1: Comparative annual growth rates, Europe, Asia-Pacific, U.S. and Latin America, 2008 – 2015

any other region; however, the market will return to single-digit growth by 2010.

Latin American implant market growth least affected during financial downturn

The Latin American region includes Brazil, Mexico, and Argentina, with Brazil accounting for a large majority of the implant market. The Latin American dental implant market will be least affected by the economic crisis because the Brazilian economy remained resilient, and financing (loans) for dental implant procedures in that country remained available.

Implants placed per-capita very high internationally

Across the globe, implants placed per capita are driven by a multitude of factors. These include, but are not limited to; patient acceptance, insurance coverage, dental practitioner training, implant affordability, market saturation, and aesthetic concern. The international variance of implants placed per capita is shown in Chart 2.

US had more than double the number of implants placed per-capita than the UK in 2008

There is a large industry surrounding dental aesthetics, and dental implants are considered to be the aesthetically superior single-tooth replacement option. In 2008, the number of implants placed in the U.S. increased 7.5% over 2007. The strong growth in the number of implants placed is driven by increasing awareness of dental implants in the U.S., as well as the increasing number of dental practitioners performing implant surgeries.

Lack of insurance coverage limits UK dental implant market

Patients are more likely to pursue dental implant procedures if they are covered under an insurance policy. In the U.K., most dental procedures were either covered or heavily subsidized by government insurance, however, changes to health insurance has removed much of this coverage. U.K. citizens who were accustomed to receiving dental care which was free or heavily subsidized, are now less willing to

personally pay for the cost of a dental implant procedure.

Brand name recognition drives German dental implant market

The German market for dental implants is the largest single market in Europe by value, driven by the strong presence of large companies offering expensive brand name implants. Health and cosmetic procedures are widely accepted in Germany and dental implants are considered to be an aesthetically superior option.

Aesthetic concerns drive high rates of dental implants per-capita in Israel

Israel had an even higher number of implants per capita than South Korea, stemming from a focus on aesthetics, which is shared among all other Mediterranean countries, combined with the presence of almost double the number of dentists per capita compared to any other European country.

Large increase expected in proportion of dentists placing implants in Australia

The proportion of dentists placing dental implants impacts the availability of implant procedures. Australia had a very resilient dental implant market in 2008 despite the economic recession, and is expected to grow faster than other markets in the Asia-Pacific region as the number of dentists placing implants will drastically increase from the 2008 rate of 15%.

Dental implant market highly saturated in South Korea

South Korea has one of the highest rates of dental implants placed per 10,000 inhabitants. The South Korean market is expected to show slower growth in the future, as it begins to experience market saturation.

Low Brazilian implant prices limit market potential

Brazil had a large number of implants placed; however, the price of implants in Brazil was one of the lowest in the world. As a result, the Brazilian dental implant market value was significantly lower than what would be expected based on the number of implants sold.

The competitive landscape for dental implants and final abutments is led by large, brand name competitors

In 2008, Nobel Biocare, Straumann and Biomet-3i, the top three competitors in dental implants and final abutments, held more than half of the global market share. Despite the economic recession, the U.S., European, Asia-Pacific and

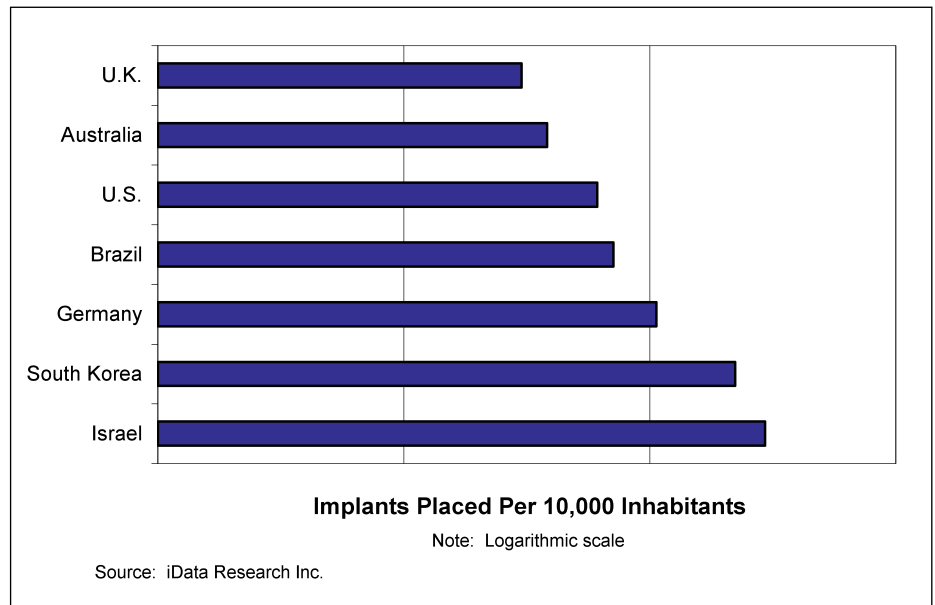


Chart 2: Implants Placed Per 10,000 Inhabitants, 2008

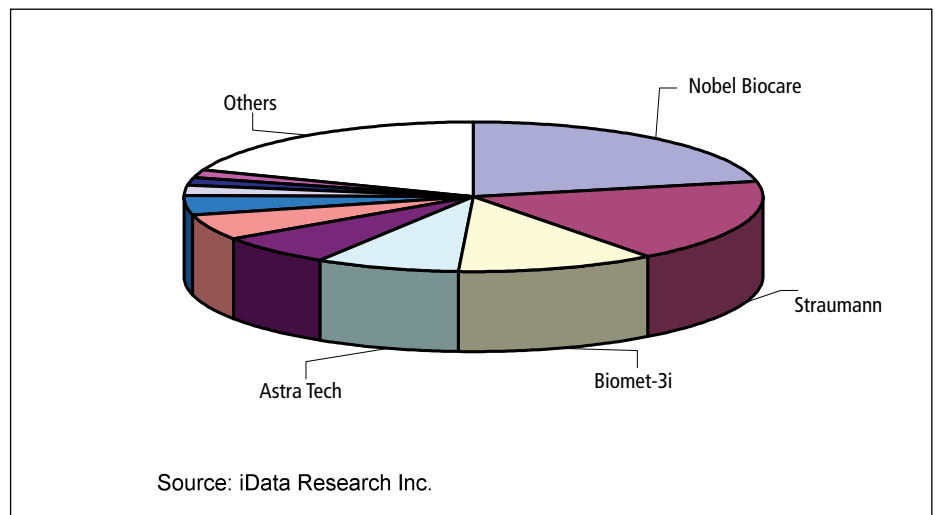


Chart 3: Leading Competitors in the Dental Implants and Final Abutment Market, 2008

Latin American markets will all maintain close to double-digit growth through 2015.

Additional information is available

For more information on the U.S. Market for Dental Implants and Final Abutments contact iData Research at dental@idataresearch.net for a free report synopsis.

The information contained in this article is taken from a detailed and comprehensive global series on the 'Markets for Dental Implants and Final Abutments 2009,' which is available for purchase from iData Research and includes coverage on the United States, 17 countries in Europe including Poland and Israel, three countries in the Asia Pacific region (Japan, South Korea and Australia) and Latin America (Brazil,

Mexico and Argentina). iData Research is an international market research and consulting group focused on providing market intelligence for the medical device, dental and pharmaceutical industries.

Heather Paterson, BSc., is a research analyst at iData Research. She has disclosed that she holds no interest or securities in any company mentioned herein. Dr. Kamran Zamanian is the head of research at iData Research. He has disclosed that he holds no interest or securities in any company mentioned herein.

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