

Market Analysis

Importance of Market Analysis in Improving Business Growth

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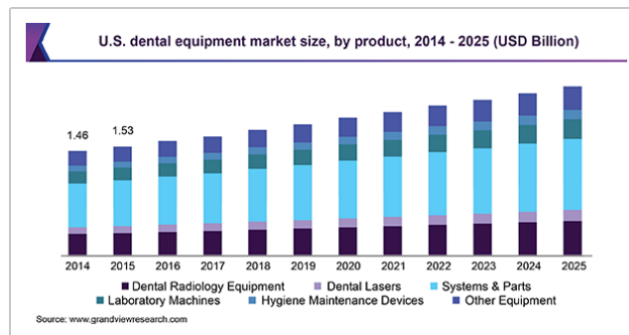
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We would like to invite all the participants to the 25th International conference on Dental Education from July 20-21, 2020 Florence, Italy. The theme of this year's meeting is "Innovative dental approaches in creating awareness on oral health". This gathering is all about exploring the innovative ideas regarding the concepts of Dental treatment, New methodologies in Dental Hygiene, Minimal Intervention Dentistry, Holistic Dentistry, Biopharmaceutical engineering, Bio-Similar, Bio Logics, Innovations in Biotech Manufacturing and Biotechnological Products and which includes promotion of keynotes, Workshops, presentations, Exhibition, Oral talks, Poster presentations.

The Europe restorative dentistry market is expected to reach \$10,526.5 Mn in 2027 from \$5,914.0 Mn in 2018. The global dental equipment market size was valued at \$7.66 billion in 2018 and is projected to expand at a CAGR 4.5% during the forecast period. The growth can be attributed to key factors such as rising demand for dental procedures, prevalence of dental disorders, and rise in medical tourism activities pertaining to these procedures. Furthermore, rising geriatric population and demand for preventive, restorative, and surgical services for dental care is likely to boost the growth.

Favorable government initiatives pertaining to dental hygiene is another factor propelling the market growth. In recent years, governments of many countries are initiating reforms for development of dental health. For instance, the 2016-17 Budget of Australia was framed to deliver a reform through a Single National Child and Adult Public Dental Scheme and allocated nearly \$1.29 billion towards public services for dental care. Furthermore, according to Germany's healthcare policies; 87.5% of its

total population is a member of "sick funds"- a not-for-profit organization. It provides free basic dental services accompanied with several advanced options such as orthodontics, crowns, and bridges.



High treatment cost for orthodontic procedures and associated dentist consultation charges, x-rays, scans, and other tests, in North America and Europe. To offset these high out of pocket costs, a rising number of people are opting for medical tourism in emerging healthcare destinations such as India, Turkey, Hungary, and others. Dental tourism in above mentioned countries is witnessing lucrative growth owing to the factors such as low labor and fixed costs and minimum government intervention.

For instance, Hungary has emerged as the top destination in Europe for dental tourism with approximately 7,000 visitors every year.

It is stated that old-age dependency ratio in European Union is estimated to increase by 21.6% till the end of 2070.

The dental problems are generally seen in higher numbers in the aging population. The degeneration factor leads to the more dentals problems among the aging population.

The restorative dentistry market growth is primarily attributed due to the rising developments in the field of dentistry, and dynamic increase in the aging population. On the other hand factor such as fluctuation in policies for the dental healthcare system is likely to restrain the growth of the market. The rise in the aging population is the major driving factor for the growth of aging population across the world. Similarly, the aging population is the major driving factor for the growth of restorative dentistry market during the forecast period.

An aging edentulous population, rising awareness about oral care, increasing demand for preventive and cosmetic dental procedures, and technological advancements are all driving growth of the global dental implants market. Rising incidence of tooth loss due to periodontal conditions such as dental caries, relatively high proportion of people remaining untreated, willingness of patients to make out-of-pocket expenses for dental treatments, and availability of high-quality dental infrastructure and products further propelling the growth of the global dental market.

The Dental Education Conferences is a flagship event strengthening bonds and fostering collaboration within the global oral health community. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Dentistry and Dental Education

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