The implant and bone graft substitute market has been further challenged by recent economic instability and the eurozone crisis, which has created a consistent demand for lower-cost dental implant products. As a result, many lower-priced competitors have begun to seize larger market shares in almost every European market. In many segments, these competitors are either regional or sourced from overseas markets such as Brazil, Korea and Israel. Regenerative products and barrier membranes have been particularly affected by consumer austerity, as these products are discretionary in many cases. However, a growing number of consumers continue to demand high-quality products, guarantees of service and scientific improvements, which only premium manufacturers are equipped to offer. Conical internal connections are one such recent innovation, and currently constitute the fastest-growing connection type in the dental implant industry.

Many dental implant and bone graft substitute companies have looked to expand their product portfolio or create new markets while they create package deals to offset competition from rapidly emerging lower-priced competitors. Significantly, many European and US companies involved in this market have begun to invest in rapidly emerging periphery markets such as Turkey.

Increasing prevalence of conical internal connections

Dental implants are connected to final abutments in one of three ways: internal connections, external connections or single-unit devices in which the implant and abutment are already attached. Furthermore, internal connections have two subsegments: butt joint internal connections and conical internal connections.

Research has shown that the lack of intimate fit of the implant in the abutment or movement of the implant can provide an area for bacterial growth. Conventional butt joint connections provide a connection that can result in micro-movement between the implant and the abutment, creating a pump effect for bacteria in the connection area. When bacteria are present in the micro-gap, they can cause inflammation, tissue recession and bone loss. Recent clinical studies have demonstrated that, on average, conical connections offer a smaller micro-gap than butt joint connections, in addition to a greater mechanical level of stability. As a result, conical connection types have become hugely successful in the dental implant market, and the majority of leading dental implant manufacturers have introduced conical internal connection products. Conical connection types will continue to represent one of the fastest-growing segments of the dental implant market.

Turkey one of the fastest growing dental implant and final abutment markets in the world

Turkey is one of the fastest-growing dental implant markets, concomitant with strong economic growth that weathered the recession far better than the US and nearly any region in Europe. The technology of dental implants in this country has advanced rapidly, as most of the major players in the European market moved quickly to gain a strong market share in Turkey. Additionally, this market benefits from low labour costs, which adds to the incentive for implant companies to establish local distribution partners, or local distribution partners, company to produce dental implants, commenced operations in the province of Trabzon, on the coast of the Black Sea. The company was established with an initial 5 million Turkish lira investment. Market experts predict that the company will soon be joined by other Turkish dental implant manufacturers that will offer lower-priced products to compete domestically and later internationally with larger implant companies.

The directive gives patients the right to be reimbursed for treatment they receive in other EU countries. This could lead to more Western Europeans traveling to Eastern Europe, including Poland and Bulgaria, which are rapidly developing the quality of the medical services they offer.

For more information and a free synopsis of the above report, please contact iData Research at denta@idataresearch.net.