The European market for dental implants has been characterized by consolidation and strategic investments. In 2016, Dentsply Sirona continued its expansion by announcing a definitive agreement to acquire MIS Implants Technologies, an Israeli-based company that has a leading position in the value implant segment. This acquisition has significantly increased Dentsply Sirona’s presence in the European market, including Biodenta, Medentika, MegaGen and Anthogyr. These companies are expected to benefit from Dentsply Sirona’s global distribution network and its commitment to innovation. In addition to investments in value and discount companies, the market for dental implants has been transformed by the emergence of affordable, easy-to-use CAD/CAM solutions that have revolutionized the way dental clinicians design and deliver prostheses. 

**Rapidly growing CAD/CAM segment in the final abutment market**

Similar to the historical dominance of the premium segment in the implant market, the market for final abutments has traditionally been controlled by the stock abutment or prefabricated abutment segment. Although the majority of stock abutments lack many benefits associated with patient-individualized solutions found within the custom cast abutment and CAD/CAM abutment segments, they still provide a relatively simple and cost-effective solution in most implant procedures. The segment is expected to continue experiencing pricing pressure from local, low-cost and generic manufacturers. 

**Consolidation and emerging players in the competitive landscape**

In addition to investments in value and discount companies, the market for dental implants has been transformed by the emergence of affordable, easy-to-use CAD/CAM solutions that have revolutionized the way dental clinicians design and deliver prostheses. 

**Editorial note:** A list of references is available from the publisher.