

European Dental Biomaterial Revenues Will Grow To Over \$375 Million In 2021, In Line With Rising Dental Implant Placements

The Associated Press

According to Millennium Research Group (MRG), the global authority on medical technology market intelligence, the European market for dental biomaterials will see strong expansion through 2021 as their use increases alongside dental implant procedures, which often incorporate dental biomaterials. As the European population ages and awareness of available treatments grows, dental implants will see strong adoption, driving the uptake of biomaterials.

The bone graft substitute (BGS) segment continues to generate the most revenue in the European dental biomaterial market because these products are used fairly frequently in dental implant procedures.

Within the BGS market, competitors have been primarily focusing on the synthetic market in recent years because there is still room for improvement for these products.

"Despite a number of product launches in the synthetic BGS market, Geistlich is still the clear market leader with its popular Bio-Oss xenograft product," said MRG Analyst Kristina Vidug. "Geistlich has high loyalty among key opinion leaders in the dentistry industry and its product is supported by long-term, positive clinical results.

Geistlich's strong position in the BGS and dental membrane markets have allowed the company to lead the dental biomaterial market overall." In the tissue regeneration product market, Straumann continues to be the only competitor. Although BioMimetic Therapeutics' GEM 21S received CE marking early 2012, it was subsequently revoked for reevaluation at the request of Luitpold Pharmaceuticals. The product is, however, anticipated to have CE marking reinstated in the future, creating competition for Straumann.

One of the main factors hindering the European dental biomaterial market will be the high price of dental procedures. Given economic concerns in Europe, some patients are postponing or cancelling dental treatments, particularly expensive surgeries. This will be most notable in Italy and Spain, where market growth will be slow over the next few years. Sweden, on the other hand, will experience the fastest growth of the countries covered in this report because dental implant procedures are partially reimbursed.

Millennium Research Group's European Markets for Dental Biomaterials 2013 report includes procedure, unit, average selling price and revenue information, along with market drivers and limiters and a competitive landscape for bone graft substitutes, dental membranes and tissue regeneration products in France, Germany, Italy,

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Spain, Sweden, Switzerland and the United Kingdom.

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