

## European Dental Market – Edition 2011

*The European dental market 2010 provides data indicating this time an increase of 1.5% of the total sales for all countries covered by the inquiry. Sundries sales increased in average by 2.9% while total sales of equipment declined by almost 2.6% as reports the 2011 European Dental Market report, edited by ADDE, the European Dental Trade association, in cooperation with FIDE.*

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The Association of Dental Dealers in Europe (ADDE) is publishing every year results of a survey on the European dental trade market. The 2011 edition presented at IDS in Cologne covers the period 2006-2010 and identifies the 2010 results in particular. It reveals the major trends through the past 5 years on the most significant areas that indicate the overall dynamics affecting the health of the dental market in back of the 15 countries surveyed.



The 2011 report provides a series of data that indicate notably:

- The population of dentists slightly increased to 263'756 while the number of practising dental technicians went down to 155'994, the total of dental hygienist reaching a total of 21'360.
- The total sales for all countries surveyed increased by 1.5%, with wide variety across the answering countries.
- The total sales of sundries increased by 2.9%, while total equipment sales decreased by 2.6%.

(It has to be mentioned that certain data represent best guesses by people within the dental industry in those countries.)

This collection of various reliable market data is again a valuable asset for all actors and stakeholders in the dental branch on manufacturers', customers' and end-users' side. For further information, please contact


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