Dental market blues in Australia

SYDNEY, Australia: Asia-Pacific’s second largest dental market has weakened further. Figures from the Australian Dental Industry Intelligence Report released at a recent industry meeting show that sales of dental equipment and supplies in the country have declined for the second consecutive year.

In total, the industry recorded revenues of A$5671 million (US$695 million), which was three per cent less compared with 2010/2011. Prior to that, the market had already seen a drop of three per cent.

The largest decrease in the 2011/2012 fiscal year was reported in the equipment sector, including imaging hard- and software, where sales fell by 12 per cent. In the same period, sales of orthodontic and restorative products, however, rose by nine per cent and now account for one third of the total sector, the report states.

The CEO of the Australian Dental Industry Association (ADIA), Troy Williams, commented that the worrying numbers reflect feedback from the dental industry’s front-line sales staff and are a departure from the last decade, during which the industry had been growing at a steady rate of an average of six per cent each year.

He said that the recent decline in the market can be largely attributed to strong growth in 2009/2010 owing to tax breaks provided by the Australian government in response to the global financial crisis.

“The overall decline in sales, although modest, reflects a moderation in the demand for dental services over the short term,” Williams said.

Several companies that Dental Tribune ONLINE spoke to declined to comment on the matter.

Sales of dental equipment in Australia declined again last year. (DTI/Photo Robyn Mackenzie)