DT Asia Pacific

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 AUS$717 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.

Launched at the recent national conference in October for the first time, the ADIA report was commissioned in order to provide reliable market data for the industry. It is only available to members of the association.

NZ dentists gnash over quake effects

According to the New Zealand Dental Association, symptoms like fractured cusps, believed to result from bruxism owing to stress, are increasingly being reported by dentists in Canterbury, an area on the South Island that was heavily affected by the country’s second-largest earthquake last year. Clinicians are now closely working with family counselors and physicians to support those patients even after having received dental treatment, the organisation said.

The area around Christchurch, the country’s second-most populous city, was severely affected in February 2011 by a 6.3 magnitude earthquake that killed more than 185 people and left thousands homeless. It was followed by a series of after-shocks in June and December that same year.

Owing to the destruction, many dentists are still working from temporary premises or sharing offices with other practitioners.

ADIA elects Gunz MD president

The Australian Dental Industry Association (ADIA) has elected Trevor Martin as the organisation’s next national president. He will take over from fellow board member Daryn Bunney, Sirona Dental Systems, who has been serving as the organisation’s president since 2010.

Martin is currently Managing Director of Gunz Dental, a large distributor of dental products based in Sydney. He has been a board member of the association since 2008. In a statement, the 51-year-old announced that he will focus on broadening the organisation’s membership base and intends to work closely with the Australian government regarding the regulation of dental products during his two-year term. With 118 member companies, the ADIA claims to represent the interests of the dental industry in Australia.

5Shape launches new service for labs

Dental scanner and CAD/CAM software developer 5Shape has announced the introduction of a new service called 5Shape CAD Points. According to the Danish company, it is supposed to give medium-sized and smaller enterprises access to the company’s various scan and construction modules on a pay-per-design basis.

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