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AFG Research Releases 12 new Consumables and Equipment Market Snapshot Reports for the U.s. dental industry.

ALAMEDA, CA (USA) - September 3, 2009:

AFG Research announced today the release of 12 new reports as part of its Market Snapshot Series™ – a snapshot of the main dental consumable and equipment in the US market. The reports will help dental manufacturers identify their market share / share of procedures and assess their favorability among U.S. dentists, as well as providing valuable insights into purchase intentions, product usage, manufacturer's ranking and product awareness.

The six consumables covered by the reports are composite materials, flowable composite materials, dental adhesive, impression materials, dental cements, and pit and fissure sealants. The eight equipment categories are chairside CAD / CAM, CBCT, digital panoramic X-Ray, digital X-Ray, digital impression systems, electric handpieces, hard / soft tissue laser, and soft tissue laser.

Matt Davis, VP, Client Services at AFG Research said, "We are delighted to be able to provide dental manufacturers and others with market reports that focus on specific consumable and equipment categories – allowing them to build the findings into their product development and marketing. These reports are the most cost-efficient way for dental consumables and equipment manufacturers to gain an insight into their market share and favorability."

"Technological developments such as the arrival of 3D imaging, the increased popularity of cosmetic dentistry, and the current economic conditions create challenges for dentists and dental manufacturers alike," said Davis. "The better manufacturers understand their specific markets and how their products perform and are perceived among dentists, the better they can meet these challenges."

The reports are based on data collected through AFG Research's dental omnibus survey, **OMNIDEN**™, which surveys 250 U.S. dental practitioners and specialists quarterly – one of the largest survey samples available.

The 3rd quarter 2009 U.S. Market Snapshot Series™ reports can be purchased from:

- [Chairside CAD/CAM](#)
- [CBCT & Digital Panoramic X-Ray](#)
- [Digital X-Ray](#)
- [Digital Impression Systems](#)
- [Electric Handpieces](#)
- [Hard/soft & Soft Tissue Lasers](#)
- [Composite Materials](#)
- [Flowable Composite Materials](#)
- [Dental Adhesives](#)
- [Dental Impression Materials](#)
- [Dental Cements](#)
- [Pit and Fissure Sealants](#)

The following dental manufacturers are covered as part of the 3rd quarter 2009 U.S. Market Snapshot Series™ reports:

3M ESPE, A-dec, AFP Imaging Corporation, Air Techniques, AMD Lasers, Anthogyr, Belmont Equipment, Bien-Air, BIOLASE Technology, Biolitec, Cadent, CamSight, CIEOS, D4D Technologies, DEKA, DenMat, Densys3D, DentalEZ Group, Dentrax Imaging, Dentsply, DEXIS, Digital Panoramic X-Ray, E-WOO Technology, GC America, Gendex Dental Systems, Great Plains, Heraeus Kulzer, Hint-Els, Hitachi Medical Systems, HOYA ConBio, Imaging Sciences International, IMTEC, Instrumentarium Dental, Ivoclar Vivadent, J. Morita, KaVo Dental, Kerr / Sybron, Kuraray, Lares Research, Medidenta International, Millennium Dental Technologies, MultiMedia Dental Systems, MyRay, Planmeca, NSK America, Panoramic Corporation, Pentron Clinical, Planmeca, PracticeWorks Systems, PreXion 3D, Progeny Dental, Schick Technologies, Sigma Biomedics, SIGNET, Sirona Dental Systems, Soredex, SPEE Corp, Suni Medical Imaging, Syneron, Technology4Medicine, Ultradent, USA Laser Biotech, Video Dental Concepts, Voco, Zap Lasers.

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