U.S. Dental Laboratory Market Assessment and Trends Report

Overview:
The U.S. Dental Laboratory Market Assessment and Trends Report is an annual dental industry report from the Key Group, a leading global healthcare market research firm specializing in primary research, web-centric surveys, and market intelligence. This report captures information on lab production and specific product brand usage that has not traditionally been measured or tracked. The U.S. dental lab industry has been experiencing rapid changes due to several key environmental factors such as: New technologies, automation, labor availability, aging population, patient demand for esthetics and globalization. It is critical for companies providing products and services to dental laboratories to make strategic business decisions based on contemporary Voice of Customer (VOC) data. Understanding a complex business environment such as the dental lab market is important and fact-based up to date information collected directly from key decision makers is vital in providing companies a sustainable competitive advantage.

Scheduled Publication Date: Annually - August

Methodology:
The information captured in this report is collected from approximately 300 U.S. dental labs randomly selected across predetermined dental lab size segments that mirrors the industry breakdown. The respondents completed a web-based quantitative survey.

Topics Covered:

Production
Crowns & Bridges
Inlays & Onlays
Veneers
Dentures
Implants
Mini-Implants
CAD/CAM

Supplies
Porcelain Powders
Pressable Ceramics
Metal Alloy
Denture Teeth
Acrylics
Waxes
Gypsums

Trends & Metrics
Market Share by Brand
Digital Impression Usage
Equipment Usage
Outsourcing Strategies
Forecasted Growth
Year-to-Year Change
Purchase Intent

Final Report:
The report is delivered in a PowerPoint format where each slide can stand alone. The findings are presented in a variety of graphs and tables created to optimize data comprehension, uncover trends, spot outliers and gain a complete understanding of the information collected in the study. The data is cross-tabulated by dental lab size to determine any statistical differences between the segments.

Key Group Overview:
The Key Group is a leading healthcare market research firm with over 20 years of experience in the global dental industry. The company was founded with the goal of providing businesses with contemporary market research information and actionable insights that management can rely on to develop and implement tactics to achieve their strategic and financial objectives. The Key Group consists of a team of marketing executives, business strategists, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer needs. Our success is built around senior leadership with decades of client side brand management and market research experience.

For more information: 800-816-5391 or info@keygroupresearch.com

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