

2025 U.S. Dental Products, Procedures and Technology Market Assessment Report

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Section 1: Dental Practice Overview

- **Demographics**
 - Age
 - Gender
 - Practice type (independent, group, chain)
 - Practice size (# of dentists, hygienists, assistants, technicians)
 - Practice size (# of Chairs)
 - Weekly patient Volume
 - Anticipated growth
- **Practice Management and Purchasing**
 - Ownership Structure (Private vs. DSO Structure)
 - Plans to join/leave DSO in next 3 years
 - Dental Products Selection Strategy
 - Dental Technology Adoption Approach
 - Staff Influence on Product Selection
 - Outside Associates Influence on Product Purchases
 - Purchasing Distribution (Distributors, Direct, Online)
 - Likelihood to Switch Mfg. brand to Private Label
 - Top Challenges Impacting Dental Practices
- **Marketing Strategy and Media Consumption**
 - Top Strategies for Marketing Dental Practice
 - Journals/publications read
 - Resources used to learn about products

Section 2: Procedure Analysis - Procedural Volumes, Brand Usage and Expected Next Year Change Analysis

- **Restorative Procedures - Direct Restorations**
 - Volume and Type (Anterior, Posterior)
 - Material Types Used
 - Materials Formulations used (Bulk, Flowable, Packable, Simplified)
 - Primary Brand Usage
 - Adhesives Brand Usage
 - Anticipated change
- **Restorative Procedures – In-Direct/Fixed Restorations**
 - Crowns
 - Volume
 - In-house vs. outsourced production
 - Cements/Adhesive Brand Usage
 - Anticipated change
 - Bridges
 - Volume
 - In-house vs. outsourced production
 - Anticipated change
 - Inlays/Onlays
 - Volume
 - In-house vs. outsourced production
 - Anticipated change
 - Veneers
 - Volume
 - In-house vs. outsourced production
 - Anticipated change
 - Temp Crowns
 - Volume
 - In-house vs. outsourced production
 - Anticipated change

- **Restorative Procedures – Removable/Dentures**
 - Volume
 - Lab Production Method (Traditional vs. Digital)
 - Anticipated change
- **Restorative Procedures – Implants**
 - % Dentists Placing Implants - Volume
 - % Dentists Surgically Placing Anchor/Screws
 - Cases using Bone Grafting
 - Cases by Implant Type
 - Anticipated change
- **Non-Restorative Procedures - Preventative**
 - Prophylaxis/Cleanings
 - Volume
 - Anticipated change
 - Fluoride Treatments
 - Volume
 - Anticipated change
 - Tooth Sealants
 - Volume
 - Anticipated change
 - Ultrasonic Scaling Procedures
 - Volume
 - Anticipated change
 - Impressions
 - Volume
 - Traditional vs. Digital
 - Anticipated change
 - Endodontics (Root Canals)
 - Volume
 - Anticipated change
- **Non-Restorative Procedures - Orthodontics**
 - Ortho services offered
 - Case types (clear aligner vs. wire and bracket)
 - Clear Aligner case volume
 - Wire and Bracket case volume
 - Clear Aligner Brand usage
 - Motivators to use Invisalign alternative brands
 - Anticipated change

Section 3: Digital Solutions

- Intraoral Scanner (IOS)
 - % dentist with an IOS
 - Average number of scanners owned
 - Brands used
 - Current and Planned Procedures using IOS
 - Recommended Improvements
 - Reasons for not adopting
 - Future Purchase intent
- Chairside CAD/CAM Milling System
 - % dentist with a Milling System
 - Brands used
 - Restoration types currently and planned to mill
 - Milling material types used (zirconia, lithium disilicate etc.)
 - Milling materials brand usage
 - Recommended Improvements
 - Expected Change in Production Volume over the Next Year
 - Reasons for not owning a Milling System
 - Items/Restorations Intending to Mill if Acquire Chairside Mill
 - Future Purchase Intent
- 3D Printer
 - % dentist with a 3D Printer
 - Brands used
 - Restoration types currently and planned to print
 - Production Methods Impacted by Increased 3D Printer Usage
 - 3D Resin Brands Used
 - Recommended Improvements
 - Reasons for not adopting 3D Printing
 - Items/Restorations Intending to Print if Acquire 3D Printer
 - Likelihood to Purchase if Simplified Workflow & CAD/CAM Quality
 - Future Purchase Intent