

The Key Group Releases the 2025 U.S. Dental Products, Procedures and Digital Technology Market Assessment Report

June 20th, 2025—Baltimore, Maryland—The Key Group Inc., a leading global healthcare market research firm specializing in primary research, data analysis and market intelligence has released its 2025 U.S. Dental Products Market Assessment Report. This report captures information on key professional dental products, procedures and technologies used in both traditional and digital production categories. Dental practice management structures, purchasing behaviors and influencers as well as dental practice marketing strategies are also assessed. The report covers market penetration by leading competitors in many digital dental products categories (Intraoral scanners, CAD CAM milling systems, 3D printers), as well as future trends in digital technologies.

With voice of customer data from 280 U.S. dentists, the report provides robust, quantitative, and statistically valid information. Understanding the rapidly changing digital technology impact on dental practices is vital for dental manufacturers in providing a sustainable competitive advantage.

The 130 page report is the first in a biennial series of professional dental market research reports conducted by the Key Group.

About the Key Group

The Key Group, Inc. (www.keygroupresearch.com) was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics in order to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client-side global brand/product/business unit management and market research experience.

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