

## Dentistry (Industrial Report) - UK - August 2013

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"The cosmetic dentistry sector has seen continued growth; however, the high cost of living has restricted this as consumers opt to defer non-essential treatment. As the economy recovers the private and cosmetic sectors stand to benefit from increased demand."

- Angus Handley, Industrial Analyst

### This report looks at the following areas:

- How is the relationship between private and NHS dentistry changing?
- What impact will the new NHS contract have on UK dental provision?
- How has direct access changed the role of dental care professionals?
- How has the rising cost of living affected demand for dental care?
- How has the profession responded to the 2012 Office of Fair Trading report?

The dental industry, which includes all provision of dentistry, enjoyed a period of sustained growth until the onset of the recession in 2008. In 2012/13 the market grew by half a per cent despite a decline in NHS spending. The dental industry is currently worth close to £8 billion and is predicted to demonstrate continued growth over the next five years. Consumers are better educated than ever about the importance of oral health and are increasingly conscious of their teeth's appearance; however, the rising cost of dentistry has meant that some choose to put off all but the most essential treatment in the current economic climate.

Dentistry is only just beginning to take advantage of the opportunities modern technology offers in connecting with patients, with the private sector leading the way in this aspect. With consumers expecting more from businesses than ever before, the ability for dentists to engage with patients both inside and outside the surgery is increasingly in demand.

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