

# **Dental Insurance Market Report by Type (Major, Basic, Preventive), Coverage (Dental Preferred Provider Organizations, Dental Health Maintenance Organizations, Dental Indemnity Plans, and Others), Demographics (Senior Citizens, Adults, Minors), End User (Individuals, Corporates), and Region 2024-2032**

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## **Abstracts**

The global dental insurance market size reached US\$ 235.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 443.2 Billion by 2032, exhibiting a growth rate (CAGR) of 7.1% during 2024-2032. The market is experiencing steady growth driven by rising dental care costs, increasing awareness among individuals about the importance of maintaining oral health, and innovations in dentistry, such as digital imaging and laser dentistry.

**Dental Insurance Market Analysis:**

**Market Growth and Size:** The market is witnessing moderate growth on account of technological advancements in dental treatments and insurance operations, along with rising employer-sponsored coverage programs.

**Technological Advancements:** The integration of digital dentistry, data analytics, and tele-dentistry assists in enhancing patient care.

**Industry Applications:** Dental insurance covers a range of services, including preventive care, restorative treatments, orthodontics, and cosmetic procedures.

**Geographical Trends:** North America leads the dental insurance market share, driven by the presence of a well-developed healthcare infrastructure, including advanced dental facilities and highly skilled professionals. However, Asia Pacific is emerging as a fast-growing market due to the increasing prevalence of dental problems, such as cavities

and gum disease.

**Competitive Landscape:** Key players are partnering with individual dentists, dental clinics, and dental service organizations (DSOs) to expand their provider networks and enhance access to dental care services for plan members.

**Challenges and Opportunities:** While the market faces challenges, such as rising healthcare costs, it also encounters opportunities in leveraging technology for enhanced efficiency.

**Future Outlook:** The future of the dental insurance market looks promising, with the increasing focus on personalized treatment solutions. Besides this, rising preferences for cost-effective dental solutions among individuals are expected to bolster the market growth.

**Dental Insurance Market Trends:**

Rising awareness about oral health

The growing demand for dental insurance coverage due to the increasing awareness among individuals about oral health is offering a positive dental insurance market outlook. In addition, individuals are becoming more aware about the importance of oral health in maintaining overall well-being. People are recognizing the need for regular dental check-ups, preventive care, and timely treatments to prevent dental problems and maintain optimal oral health. Besides this, the rising awareness about the benefits of preventive dental care is bolstering the market growth. Furthermore, people are seeking dental insurance plans that cover preventive services, such as routine exams, cleanings, and fluoride treatments. In line with this, insurance companies are offering comprehensive coverage for preventive care, often with minimal or no out-of-pocket costs, to incentivize regular dental visits and promote early detection of oral health issues among individuals. Insurance coverage assists in mitigating the financial burden associated with dental treatments while encouraging individuals to take preventive measures.

**Technological advancements**

Innovations in dentistry, such as digital imaging, computer-aided design or computer-aided manufacturing (CAD or CAM) technology, and laser dentistry, assist in improving the quality and efficiency of dental treatments. Apart from this, tele-dentistry allows for remote consultations and diagnosis, enabling patients to receive advice from dental professionals without physically visiting a clinic. Moreover, dental insurance companies are incorporating coverage for tele-dentistry services, providing policyholders with convenient access to dental care, especially in remote or underserved areas. Furthermore, electronic health records (EHRs) systems streamline administrative

processes, facilitate communication between dental providers and insurers, and improve accuracy in claims processing. In line with this, insurance companies leverage EHR systems to enhance efficiency, reduce paperwork, and ensure timely and accurate reimbursement for dental services covered under insurance plans. Besides this, data analytics tools enable insurance companies to analyze trends, patterns, and utilization rates in dental care, allowing them to make informed decisions.

### Rising dental care costs

The escalating demand for dental insurance due to the increasing dental care costs is propelling the growth of the market. In addition, individuals and families are seeking dental insurance coverage to help manage the financial burden associated with dental treatments and procedures. Apart from this, dental insurance provides financial protection by covering a portion of dental care expenses, making it more affordable for individuals to access necessary dental services. Moreover, insurance companies are adjusting their coverage options, cost-sharing structures, and premium rates to make dental insurance more accessible and affordable for consumers, especially those facing financial constraints, which is supporting the dental insurance market growth. Furthermore, they are expanding their coverage options to address the rising costs of dental care. This includes offering supplemental dental insurance plans with enhanced benefits for major treatments, orthodontic care, and cosmetic procedures to provide comprehensive coverage for policyholders. Besides this, the increasing focus on preventive dental care to avoid costly treatments and maintain oral health is impelling the market growth.

### Dental Insurance Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on type, coverage, demographics, and end user.

### Breakup by Type:

- Major
- Basic
- Preventive

Preventive accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the

type. This includes major, basic, and preventive. According to the report, preventive represented the largest segment.

Preventive coverage includes routine dental care aimed at maintaining oral health and preventing dental problems. This includes services, such as regular dental exams, cleanings, X-rays, and fluoride treatments. Preventive care plays a crucial role in maintaining oral health by identifying and addressing issues in their early stages, which can prevent more serious and costly dental problems in the future. Dental insurance encourages individuals to seek regular dental check-ups, promoting early detection of dental issues and helping to maintain optimal oral health.

Major coverage, also known as restorative or comprehensive coverage, includes more extensive dental treatments aimed at repairing or replacing damaged or missing teeth. This includes procedures, such as fillings, root canals, crowns, bridges, and dentures. Major coverage addresses dental issues and restores oral function and aesthetics. Dental insurance helps individuals manage the high costs associated with complex dental treatments, making them more accessible and affordable.

Basic coverage includes intermediate dental services that fall between preventive and major treatments. These services include simple restorative procedures like fillings, and diagnostic services like emergency exams and diagnostic X-rays. Basic coverage addresses common dental problems, such as cavities and minor tooth damage, preventing them from progressing into more serious issues that require major treatments. Dental insurance helps individuals address common dental issues promptly, reducing the risk of complications and more extensive treatments in the future.

Breakup by Coverage:

- Dental Preferred Provider Organizations
- Dental Health Maintenance Organizations
- Dental Indemnity Plans
- Others

Dental preferred provider organizations hold the largest market share

A detailed breakup and analysis of the market based on the coverage have also been provided in the report. This includes dental preferred provider organizations, dental health maintenance organizations, dental indemnity plans, and others. According to the report, dental preferred provider organizations accounted for the largest market share.

Dental preferred provider organizations (PPOs) are managed care plans that contract with a network of dentists who agree to provide services to plan members at negotiated rates. Dental PPO plans offer flexibility and choice in selecting a dentist, even outside the network, although benefits are maximized when using in-network providers. They often cover a wide range of preventive, basic, and major dental services. Members usually pay a deductible, coinsurance, and copayments for covered services.

Dental health maintenance organizations (DHMOs) are managed care plans that provide comprehensive dental care through a network of participating dentists. Members select a primary dentist from the network who coordinates all their dental care needs. DHMO plans offer comprehensive coverage for preventive, basic, and some major dental services at fixed copayments or no cost-sharing.

Dental indemnity plans offer flexibility in choosing dentists, as they do not have provider networks. Members can visit any licensed dentist and receive reimbursement for covered services based on a fee schedule or a percentage of usual, customary, and reasonable (UCR) charges. Indemnity plans provide flexibility in choosing dentists and cover a wide range of preventive, basic, and major dental services.

Breakup by Demographics:

Senior Citizens

Adults

Minors

The report has provided a detailed breakup and analysis of the market based on the demographics. This includes senior citizens, adults, and minors.

Dental insurance plans for senior citizens are specifically designed to address the unique oral health needs of older adults. Elderly individuals often encounter dental issues, such as gum disease, tooth decay, and tooth loss, along with potential complications from chronic health conditions and medications. Plans for senior citizens focus on comprehensive coverage for preventive care, including regular dental exams, cleanings, X-rays, and periodontal treatments to manage gum disease. They also provide coverage for major dental procedures, such as dentures, dental implants, and root canal therapy.

Furthermore, dental insurance plans for adults encompass individuals, ranging from

their late teens to middle age. These plans aim to address the oral health needs of working-age adults, balancing preventive care with coverage for common dental issues and treatments. Plans for adults often prioritize preventive services, such as dental exams, cleanings, and fluoride treatments, to maintain oral health and prevent decay and gum disease. They also provide coverage for basic and major dental procedures, including fillings, crowns, root canals, and extractions.

Minors dental insurance plans are designed for children and adolescents, recognizing the importance of early intervention and preventive care in promoting lifelong oral health habits. Plans for minors place a strong focus on preventive care, including routine dental exams, cleanings, fluoride treatments, and sealants to protect against cavities. They also cover essential dental treatments, such as fillings, orthodontics, and emergency care.

#### Breakup by End User:

Individuals

Corporates

The report has provided a detailed breakup and analysis of the market based on the end user. This includes individuals and corporates.

Individuals dental insurance plans are designed for people who seek coverage independently, outside of employer-sponsored or group plans. These plans provide individuals with flexibility and control over their dental care decisions. Individual plans offer a range of coverage options tailored to meet the diverse needs and budgets of individuals. They include preventive care, such as routine exams, cleanings, and X-rays, and coverage for basic and major dental procedures like fillings, root canals, and crowns.

Corporates dental insurance plans are provided by employers as part of their employee benefits package. These plans aim to enhance employee satisfaction, attract talent, and promote overall wellness within the workforce. Corporate dental plans offer comprehensive coverage for preventive, basic, and major dental services. They include benefits, such as dental exams, cleanings, fillings, crowns, orthodontic treatment, and even coverage for dental implants in some cases.

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America leads the market, accounting for the largest dental insurance market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share due to the presence of a well-developed healthcare infrastructure, including advanced dental facilities and highly skilled professionals. In addition, the rising focus on preventive care among individuals is impelling the market growth.

Asia Pacific stands as another key region in the market, driven by the increasing

awareness about the importance of oral health among individuals. Besides this, the rising prevalence of dental problems, such as cavities and gum disease, is contributing to the growth of the market.

Europe maintains a strong presence in the market, with increasing dental care costs. In line with this, Europe is a hub for technological advancements in healthcare, including dentistry. Dental insurance plans in the region incorporate coverage for innovative treatments and technologies, which is bolstering the market growth.

Latin America exhibits the growing potential in the market on account of the rising focus on preventive care among individuals. In line with this, the increasing number of dental clinics in the region is supporting the market growth.

The Middle East and Africa region is primarily driven by changing lifestyles and dietary preferences of individuals. Apart from this, favorable government initiatives are contributing to the market growth in the region.

**Leading Key Players in the Dental Insurance Industry:**

Key players are expanding their range of dental insurance plans to cater to the diverse needs and preferences of individuals. This includes offering plans with different levels of coverage, cost-sharing structures, and provider networks to accommodate varying budgets and preferences. In addition, insurance companies are incentivizing preventive care by offering comprehensive coverage for routine exams, cleanings, and preventive treatments, often with minimal or no cost-sharing for these services. Furthermore, companies are leveraging technology to enhance user experience, streamline operations, and improve access to dental care services. This includes digital platforms for online enrollment, claims processing, appointment scheduling, and tele-dentistry services for remote consultations. They are partnering with dental providers, including individual dentists, dental clinics, and dental service organizations (DSOs), to expand their provider networks and enhance access to dental care services for plan members.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Aetna Inc. (CVS Health Corporation)

Aflac Inc.

Allianz SE

Ameritas Life Insurance Corp.



Axa S.A.  
Cigna  
Delta Dental Plans Association  
MetLife Inc.  
United Concordia (Highmark Inc.)  
United HealthCare Services Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

November 11, 2022: Delta Dental Plans Association are expanding oral health care access to US veterans through its partnership with the Dental Lifeline Network (DLN).  
August 3, 2023: Ameritas Life Insurance Corp. will offer a lifetime deductible at no additional charge to new tailored group dental plans.

#### Key Questions Answered in This Report

1. What was the size of the global dental insurance market in 2023?
2. What is the expected growth rate of the global dental insurance market during 2024-2032?
3. What are the key factors driving the global dental insurance market?
4. What has been the impact of COVID-19 on the global dental insurance market?
5. What is the breakup of the global dental insurance market based on the type?
6. What is the breakup of the global dental insurance market based on the coverage?
7. What are the key regions in the global dental insurance market?
8. Who are the key players/companies in the global dental insurance market?

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