

# **Turkey Dental Tourism Market, By Treatment Type (Preventive Treatment, Restorative Treatment, Prosthodontics Treatment, OMS, Others), By Type (Inbound v/s Outbound), By Region, Competition Forecast & Opportunities, 2028F**

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## **Abstracts**

Turkey Dental Tourism market is expected to grow at a significant rate in the forecast period, 2024-2028. This is ascribed through rising prevalence of dental disorders, increasing preference for cosmetic dentistry, and the rising investment in healthcare expenditure in the country. According to Turkish Statistical Institute (TurkStat) estimation, in 2021, Turkey's gross domestic product will spend more than USD802.7 billion on research and development, which is an increase of 42.8%.

Additionally, the demand is high for cosmetic dentistry as people are not happy with their appearance, in turn, moving towards cosmetic surgery. This aspect is, thereby, influencing the growth of Turkey Dental Tourism market. According to the International Society of Aesthetic Plastic Surgery (ISAPS), more than 2000 dental cosmetic procedures are conducted on a day-to-day basis in Turkey. In addition to world-class dental care, Turkey offers a wealth of tourist attractions that make it an ideal destination for dental tourists. Turkey has become a popular destination for dental tourism in recent years. The country offers a unique blend of high-quality dental care, affordable prices, and stunning tourist attractions that make it an ideal place for dental tourists and leads to the growth of Turkey Dental Tourism Market.

The increasing cost for dental care facilities in the developed countries is attracting patients to indulge in the dental tourism activity in Turkey thereby influencing the market growth. Supportive government policies and schemes to raise awareness among the people and to promote and develop the dental tourism sector is expected to boost the

market growth. Collaborations between the government and non-government bodies to increase connectivity and accelerate the Dental Tourism market growth are further fueling the growth of the market in the coming years. To attract international patients, market players are opting for marketing strategies to provide them access to advanced technology at nominal prices.

Furthermore, increasing number of medical tourism companies, growing awareness about dental tourism, and various technological advancements in the dentistry field are also supporting the growth of Turkey Dental Tourism market in the forecasted years.

### Rising Incidences of Dental Abnormalities

Dental abnormalities in the formation of the dental hard tissues resulting in disturbances in tooth structure are due to the disruption during the histodifferentiation stage. It includes hypodontia (one or more missing teeth), oligodontia (six or more missing teeth), anodontia (complete absence of teeth), and hyperdontia (one or more extra teeth, also known as supernumeraries) Dental abnormalities like anomalies, caries, etc., are alterations in the tooth structure that may be caused by genetic and environmental factors during tooth development. The number of dental disorders like dental anomalies i.e., the craniofacial abnormalities of form, function, or position of the teeth, bones, and tissues of the jaw, thereby, influencing the market of turkey dental tourism in forecasted years 2024-2028. According to WHO, around 2 billion people are suffering from caries of permanent teeth and approximately 514 million children suffer from caries of primary teeth. This is due to sugar consumption, tobacco use, alcohol consumption and poor dental hygiene. The most common dental diseases are dental caries (tooth decay), severe gum disease, tooth loss and oral cancer. The Turkey service providers offer packages for dental treatment in lesser price which attracts patient towards it. Prevalence of oral diseases is supporting the growth of Turkey Dental Tourism market in forecasted years 2024-2028.

### Developed Healthcare Infrastructure for Medical Tourism

Turkey is well equipped with an excellent healthcare infrastructure, and a cost-efficient availability for medical treatments and services provider for best medical tourism across the country. The country, being a central location, is only 2-3 hours away from major cities in Europe and the Middle East. Thus, the country is providing an excellent scope for dental surgeries, thereby serving the people in the country. For instance, annually, more than 500,000 medical tourists from other countries chose to get treatments and different medical services in Turkey. Thus, the increased medical tourism regarding the

dental care surgeries aspect leading to the rise in demand for dentistry after and during the surgeries and other dental abnormalities treatments, is bolstering the market growth and is anticipated to propel the market in the forecast period. In Turkey, the government has made significant efforts to improve the healthcare system, and healthcare expenditure has increased over the years to support the market.

In 2020, Turkey's total healthcare expenditure was approximately 180 billion Turkish Lira (TL), which is equivalent to around 22 billion US dollars. This represents a significant increase from the 84 billion TL spent on healthcare in 2010.

### Growing Awareness on Cosmetic Dentistry

Nowadays, people are more aware regarding the impact of aesthetics on their general lifestyle. Cosmetic Dentistry offers a wide range of treatments from tooth whitening and veneers to dental implants, all of which are focused on the achievement of a beautiful smile. Innovation in 3D dentistry and laser dentistry are influencing the field of cosmetic dentistry. Due to the advancements in the materials used in restorations, patients now get quality aesthetic dentistry, resulting in teeth looking more natural than ever before. Several emerging technologies are also making cosmetic dentistry effective and more comfortable. Emerging technologies such as computer smile imaging, intraoral camera, tomography digital X-rays, etc. are rising. This in turn, is influencing the growth of Turkey Dental Tourism market in coming years.

### Developed Healthcare Medical Tourism Infrastructure

Turkey is having an excellent health infrastructure, and a cost efficient availability for medical treatments and services is a provider for best medical tourism across to the people across the globe. The country being a central location, only 2-3 hours away from major cities in Europe and the Middle East. The country thus is providing an excellent scope for dental treatment, anomalies applications after treatment and other dental operations, thereby is serving the people across the world. Annually, more than 500,000 medical tourists from countries choose to get treatments and different medical services in Turkey. For instance, the increased medical tourism regarding the dentistry leading to the rise in demand for dental care products after and during the surgeries and other smile impairment dental treatments is bolstering the market growth and is anticipated to propel the growth of Turkey Dental Tourism Market in the forecast period.

### Cost-Effective Treatment

One of the primary driving factors of dental tourism in Turkey is cost savings. Dental treatments in Turkey are significantly cheaper than in many other countries, including the United States and Europe. This is due to several factors, including lower overhead costs, lower labor costs, and lower prices for materials and equipment. As a result, patients can save up to 70% on the cost of dental treatments in Turkey.

Turkey is the high-quality dental care available in the country. Many dental clinics in Turkey are equipped with state-of-the-art technology and staffed by experienced dentists and dental professionals. Many clinics have also received accreditation from international organizations, ensuring that patients receive high-quality care. Moreover, Turkey has a strong reputation for hospitality and friendly service, which has helped to attract many dental tourists. Many dental clinics in Turkey offer personalized service and cater to the needs of international patients, including assistance with travel arrangements and language barriers.

## Market Segmentation

Turkey Dental Tourism Market is segmented into treatment type, type, region, and company. Based on treatment type, the market is divided into preventive treatment, restorative treatment, prosthodontics treatment, OMS, and others. Based on type, the market is segmented into Inbound and Outbound.

## Market Players

ARC Dental Clinic, Dentaglobal Clinic, Medlife Group, Dentakay Turkey, DCT Klinik Turkey, Umut Dental Clinic Antalya (Dental Clinic Antalya), All on Dental Clinic Istanbul, Uzmanlar Oral and Dental Health Clinic Istanbul, Smile Dental Antalya, Myra Dental Turkey etc. are the major players in Turkey Dental Tourism Market.

## Report Scope:

In this report, Turkey Dental Tourism Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Turkey Dental Tourism Market is segmented into treatment type, type, region, and company. Based on treatment type, the market is divided into preventive treatment, restorative treatment, prosthodontics treatment, OMS, and others. Based on type, the market is segmented into Inbound and Outbound.

## Dental Tourism Market, By Treatment Type:

Preventive Treatment

Restorative Treatment

Prosthodontics Treatment

OMS

Others

## Dental Tourism Market, By Type:

Inbound

Outbound

## Dental Tourism Market, By Region:

Marmara Region

Central Anatolia

Eastern Anatolia Region

South-Eastern Anatolia Region

Aegean Region

Mediterranean Region

Black Sea Region

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey Dental Tourism Market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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