

RESEARCH STUDY

**DENTAL CARE ACROSS THE GLOBE: HOW DENTAVACATION IS
MEETING THE DEMAND AS DENTAL TOURISM BOOMS**

DentaVacation's Dental Tourism Report 2026 draws from 19 Years of Facilitated Dental Journeys

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Abstract

This research report studies the growth of dental tourism globally. It focuses on the demands of patients from the US, Canada, Europe (mainly the UK) and Australia. This study examines the key demand drivers causing North American and European patients to seek dental care abroad, as well as high-volume markets and emerging dental tourism destinations.

The data referenced in this study has been derived from DentaVacation, official tourism authorities, third-party market research firms and dental insurance databases.

Medical tourism has seen record demand in the past five years, with dental tourism emerging as a salient sub-market. Oral health is closely related to a person's general health and quality of life, as it affects oral function and social interactions. Thus, high costs at home are driving patients to seek quality dental care overseas.

1. Research Objectives and Methodology

1.1 Objectives

This study addresses three core research questions:

- What are the factors driving North American, European and Australian patients overseas for dental care?
- To which countries are these patients going for low-cost, high-quality dental care?
- How are dental tourism facilitation platforms like DentaVacation meeting the demand?

1.2 Methodology

Primary and secondary sources were consulted in writing this report. Sources include, but are not limited to

- Dental and medical tourism market size estimates and trends from research firms such as CareQuest Institute of Oral Health, Grand View Research, Global Growth Insights, IBISWorld, and Mordor Intelligence.
- Dental insurance coverage data from the American Dental Association (ADA).
- NHS insurance data.

- Official tourism authorities such as the Vietnam National Administration of Tourism (<http://vietnamtourism.gov.vn/>) and the Turkey Health Tourism Department (https://shgmturizmdb.saglik.gov.tr/?_Dil=2).
- Australian government travel guides (<https://www.smarttraveller.gov.au/>)
- Research articles published by PubMed, WebMD, and Mayo Clinic.
- DentaVacation's internal patient CRM data.

1.3 Scope and Limitations

This study provides an overview of dental tourism globally. Dental tourism data is derived from published estimates and DentaVacation's internal data. Moreover, the global dental tourism market is too vast to be covered comprehensively in a single report. Location-specific reports will be published later for a detailed analysis of geographic market distribution.

2. Source Countries

DentaVacation's internal patient data from 2015 to 2025 shows that a majority of dental tourism patients come from Anglophone countries. The top 6 English-speaking markets are the US, Australia, the UK, Canada, New Zealand, and Ireland. US patients account for the largest share at 70.10%, followed by Australia at 11.61%, Canada at 5.63%, and the UK at 4.86%.

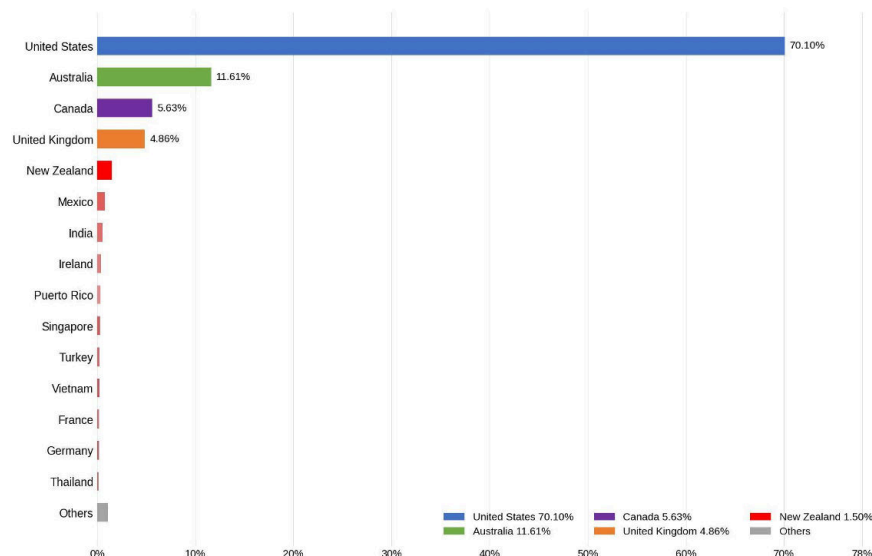


Figure 1: The graph shows the % share of DentaVacation patients by origin country (2015-2025).

Further analysis of DentaVacation's internal patient data from the US highlights the top 5 states with the largest patient shares. These are California at 16.94%, Florida at 7.43%, Texas at 6.74%, New York at 3.77%, and Arizona at 3.40%. Other notable states include Washington and

North Carolina. Accessibility reasons like ease of crossing the border to Mexico from California, Arizona, and Texas, and ease of flight connectivity to dental tourism destinations from Florida and New York, drive high demand in these states.

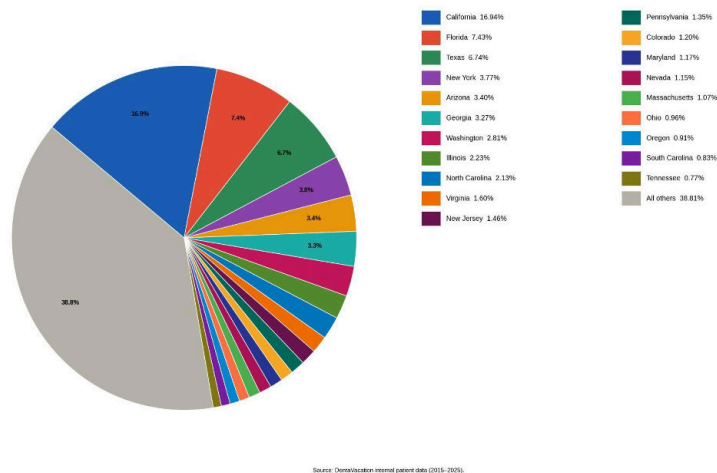


Figure 2: The chart shows DentaVacation’s US state-wise patient distribution from 2015 to 2025.

3. Key Factors Driving Demand

According to a 2026 report by Grand View Research, the global dental tourism market is projected to reach \$65.4 billion by 2033, up from \$14.8 billion in 2025. Projected figures show a CAGR of roughly 20%.

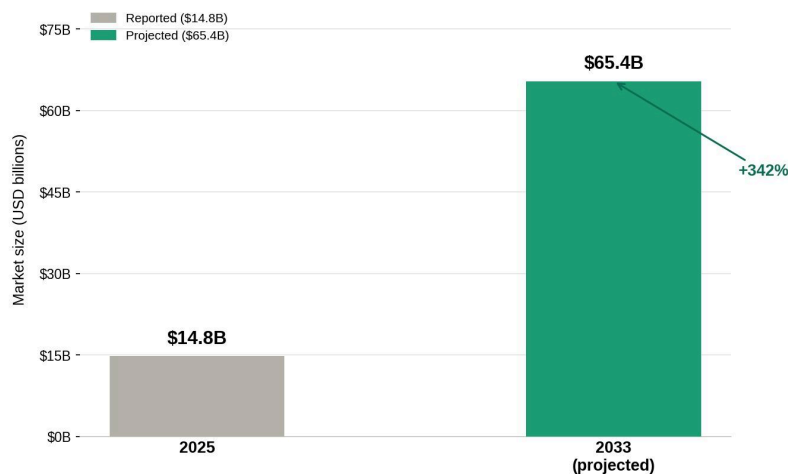


Figure 3: The graph shows projected growth of the dental tourism market from 2025 to 2033. Source: Grand View Research.

With dental tourism, patients continue to save 40-70% on complex procedures even after factoring in travel costs. According to DentaVacation's internal patient data, the number of patients seeking dental care abroad grew by 2.52% year-over-year from 2025 to 2026.

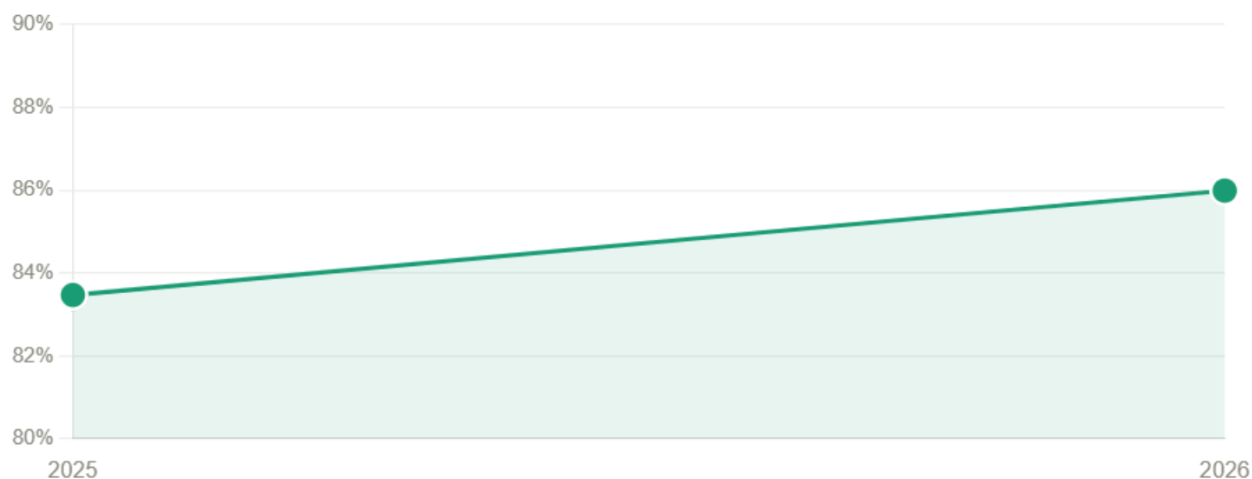


Figure 4: The graph shows YoY growth of DentaVacation's patients from 2025 to 2026.

Listed below are the key drivers of dental tourism demand.

3.1 Insurance Coverage Gap

The major factor driving North American, European, and Australian patients overseas for healthcare is a deepening structural insurance gap.

In the United States, most dental insurance plans' annual maximums have not changed significantly in the past 40 years. Many plans are still capped at the \$1,000 to \$2,000 yearly limits established decades ago.

According to the ADA Health Policy Institute (2025), nearly 56% of Americans aged 65+ and 22% of adults aged 19-64 lack dental insurance. Out-of-pocket spending on dental care is 4 times higher than on general health care.

Among those who have dental insurance, roughly 32 million American adults reached or exceeded their annual benefit maximum in 2024, according to a study by the CareQuest Institute of Oral Health. As a result, nearly half of them had to stop treatment.

The situation is no better in the UK, where NHS dental coverage has decreased sharply after the pandemic. This leaves patients stuck on years-long waiting lists or forced to pay out of pocket for procedures that were once covered.

According to NHS England, 39.8% of adults had seen an NHS dentist in the two years leading up to June 2025. The figure is lower than the reported 49.4% of adults who had seen an NHS dentist in the two years leading up to September 2019.

A 2026 study by IBISWorld reported that, unlike other health services, the Australian dental services industry is predominantly privately funded. Major dental treatments such as implants, veneers, and cosmetic procedures are not covered by insurance in Australia.

3.2 Long Domestic Wait Periods

The long waiting lists to access NHS care is cited as one of the key drivers contributing to private dental insurance uptake in the UK. Patients are often stuck on years-long waiting lists to avail dental services.

Global Growth Insights' 2026 report on the medical tourism market size found that nearly 28% of global medical travelers are motivated to seek healthcare overseas due to long domestic wait periods.

3.3 High Cost Savings

The fundamental economic logic driving dental tourism is the widening cost gap between treatment abroad and in patients' home countries.

40% of global medical travellers are motivated by high cost savings, as per Global Growth Insights' 2026 report.

DentaVacation's cost index shows that a single tooth implant in the US costs between \$3,000 and \$5,000. Through the platform's verified clinic network spanning 55+ countries, the same procedure costs \$342-\$1,200, saving 60-93% on a single procedure.

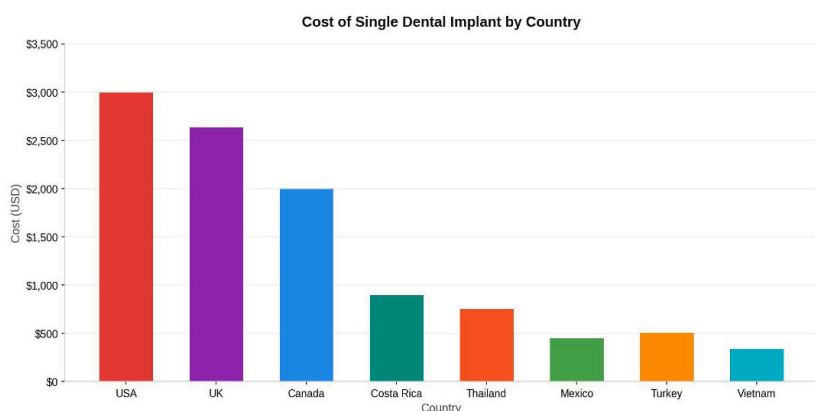


Figure 5: The graph shows average cost comparison data for a single implant. Derived from DentaVacation partner clinic prices and web sources. Prices are case-dependent and subject to change.

3.4 Quality of Dental Care and Patient Experience

Another factor driving demand is the deliberate investment in patient care infrastructure by leading clinics abroad.

All-inclusive packages like those from DentaVacation cover an initial virtual consultation, projected cost estimates, travel coordination, accommodation, and aftercare protocols. These have become the standard in dental tourism. Dental clinics offering complimentary facilities like airport/hotel transfers and comfortable stays in nearby accommodation are increasingly common.

Moreover, dental clinics abroad are striving to meet international healthcare standards. They employ highly trained dentists with globally recognised credentials and are equipped with the latest technologies, including CAD/CAM, intraoral scanners, dental laser technology, and AI-driven case-planning software. The materials used are from leading dental brands such as Nobel Biocare, Straumann, and Zimmer. Clinics also adhere to ISO-certified sterilization protocols.

According to patient testimonials collected by DentaVacation in 2025, patients find treatment at dental clinics abroad to meet or even exceed clinical standards at home. Hospitality also plays a key role in patient satisfaction.

DentaVacation's dental tourism packages simplify the complicated process of navigating a foreign healthcare system. It is just as commercially beneficial to reduce perceived complexity for international patients as it is to reduce financial costs.

3.5 Digital Marketing

Digital marketing and online reviews have made information about low-cost dental care abroad accessible to a wider audience, leading to an increase in dental tourism.

For example, viral hashtags like #TurkeyTeeth made aesthetic makeovers socially aspirational. The trend triggered a major uptick in UK patients travelling to Turkey for dental procedures between 2019 and 2024.

The growth of digital consultations and teledentistry has boosted pre-travel confidence in dental tourism. DentaVacation's internal data shows that over 30% patients used the platform for online consultations in 2024-2025.

3.6 Government Support

When it comes to dental tourism, several countries are seeing government-level support.

In 2016, the "Act on Support for Overseas Expansion of Healthcare System and Attraction of International Patients" was enacted by the South Korean government to accelerate growth of its

medical tourism industry. The South Korean government promotes dental tourism through policies, subsidies, and funding for research.

The Turkish government has played a crucial role in promoting dental tourism by investing in healthcare infrastructure and providing incentives for clinics to cater to international patients. In 2018, corporate tax exemptions on earnings from dental tourism were introduced.

Vietnam’s national government has also formally incorporated dental and medical tourism into its tourism industry development strategy. In 2018, Vietnam Tourism Dentistry launched its official portal on dental tourism at <https://dentaltourism.vn>.

The “Heal in India” initiative, launched by the Ministry of Health and Family Welfare in 2022, is an Indian government-led program to promote the country as a global medical tourism hub.

In 2024, the Philippine Department of Tourism released updated accreditation guidelines for dental clinics catering to international patients.

Such programs streamline e-visas for dental tourism, establish government-backed digital facilitation platforms, list accredited dental providers, and, in some cases, offer tax incentives to promote dental tourism.

Government involvement signals a long-term commitment to improving infrastructure and stringent regulations, which ultimately drive commercial growth. It also builds trust in international patients.

4. Geographic Market Distribution

DentaVacation’s internal patient data from 2025 spotlights three major international hubs for high-quality, affordable dental care. Mexico dominates the market with nearly 43% of total patients, followed by Vietnam at 17.5%, and Turkey at roughly 8%. The table below gives a detailed breakdown of established and emerging dental tourism destinations.

Destination	Percentage Share of Patients
Mexico	42.68%
Vietnam	17.50%
Turkey	7.89%
Colombia	4.63%
Thailand	3.45%
Costa Rica	2.66%

Bali / Indonesia	2.56%
South Korea	1.87%
Albania	1.82%
Morocco	1.58%
Philippines	1.33%
Croatia	1.28%
India	0.84%
All others	~2.8%

Sourced from DentaVacation's internal patient data from 2025.

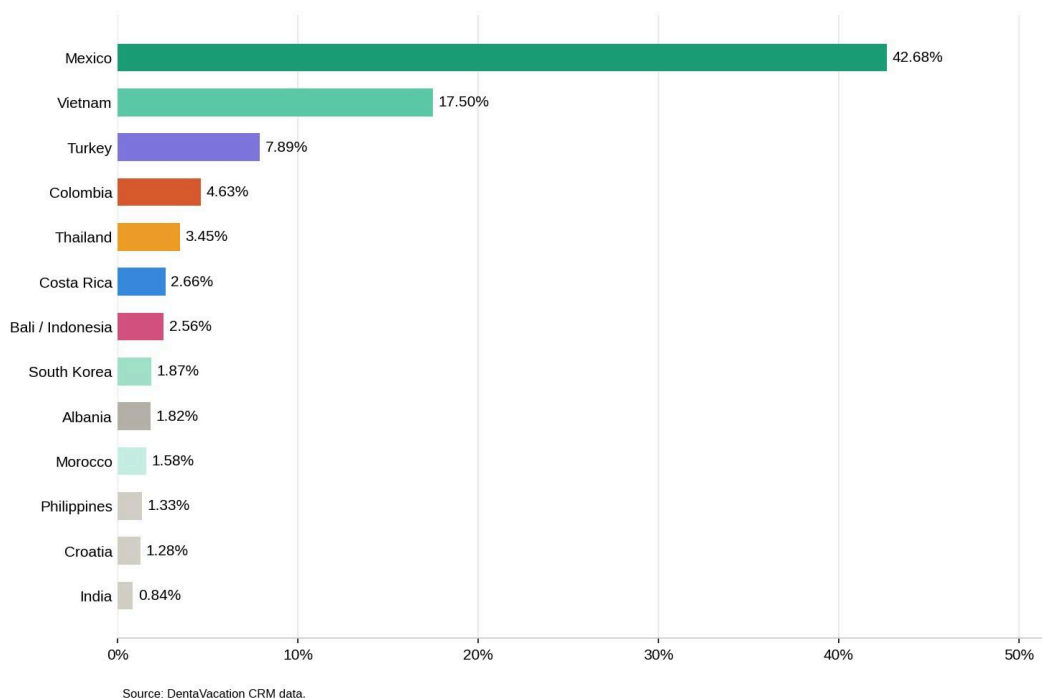


Figure 6: The graph shows the % share of DentaVacation's dental tourism destinations in 2025.

4.1 Mexico

For millions of Americans, Mexico's proximity to home makes it a top contender for dental tourism. As per Mordor Intelligence's 2026 Dental Tourism Market Size report, Mexico's border towns treat an estimated 1.2 million US residents annually.

DentaVacation's patients note the ease of treatment in Mexico since they can drive across the border from US states like California, Texas, and Arizona.

DentaVacation partners with top clinics in 23 Mexican cities, from Los Algodones and Tijuana for cross-border care to Puerto Vallarta and Cancun for patients looking to combine treatment with travel. According to DentaVacation's internal patient data from 2025, Los Algodones accounted for 38.47% of dental patients travelling to Mexico. Cancun recorded 12.86%, followed by 12.05% in Tijuana.

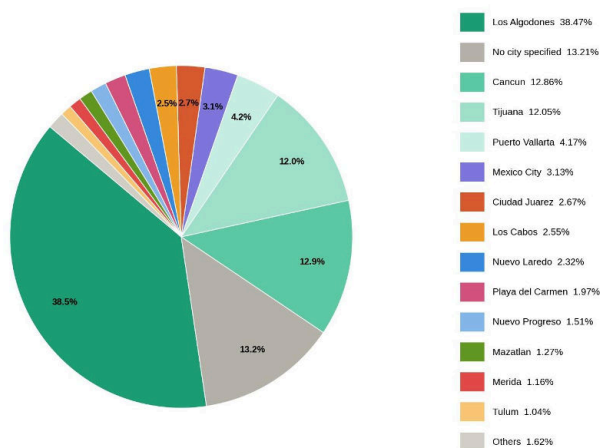


Figure 7: The chart shows city-wise % share of DentaVacation patients for Mexico in 2025.

The table below lists average savings on popular dental procedures in Mexico vs the US.

Procedure	Mexico (USD)	USA (USD)	Average Savings
Dental implants	\$450-\$1,650	\$2,000-\$8,000	79%
All-on-4 implants	\$7,000-\$15,000	\$30,000	73%
All-on-6 implants	\$9,500-\$19,000	\$35,000	71%
Crowns	\$180-\$600	\$1,020-\$1,800	72%
Veneers	\$100-\$550	\$500-\$2,895	80%
Dentures	\$350-\$5,000	\$2,000-\$21,000	77%
Root canal	\$300-\$500	\$750-\$2,500	75%
Laser teeth whitening	\$100-\$350	\$600-\$1,400	78%
Braces	\$1,000-\$3,000	\$3,000-\$10,000	69%
Invisalign	\$2,500-\$5,000	\$3,000-\$10,000	42%

Data sourced from DentaVacation partner clinics in Mexico and average prices in the US. Prices are case-dependent and subject to change.

4.2 Vietnam

Vietnam has emerged as a major destination for dental tourism in the Asia-Pacific region. Global hubs like Ho Chi Minh City, Da Nang, and Hanoi sport internationally accredited clinics that cater to a younger, mobile patient demographic.

Complex dental procedures in Vietnam cost a fraction of the treatment prices in the US and Australia. For patients seeking low-cost dental care while experiencing culturally rich travel opportunities, Vietnam is a favoured destination.

DentaVacation’s internal data demonstrates a significant increase in patients travelling to Vietnam for dental care, growing from 11.43% in 2024 to 56.36% in 2025.

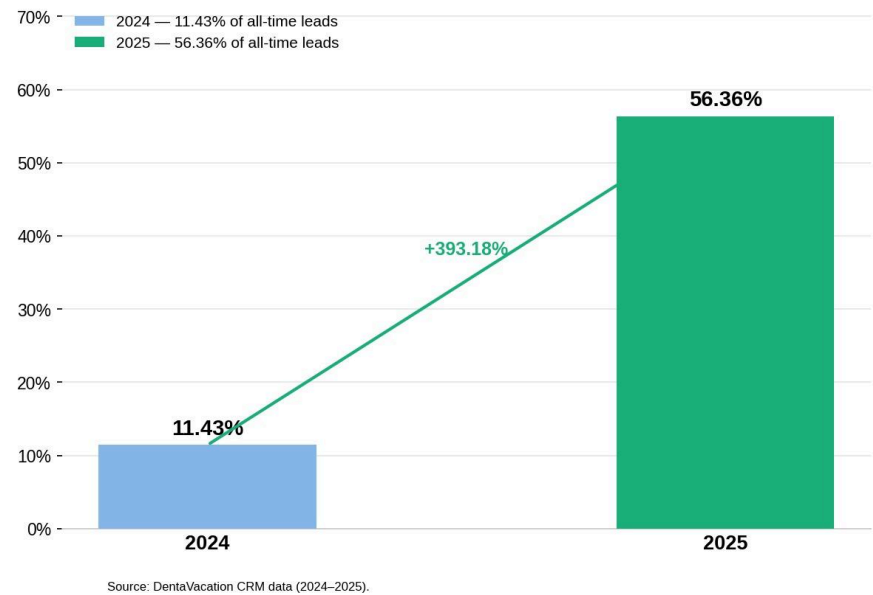


Figure 8: The graph shows % growth in DentaVacation patients seeking dental care in Vietnam from 2024 to 2025.

Australia dominates the source market, accounting for 64.5% of DentaVacation’s patients seeking dental care in Vietnam, followed by New Zealand at 14.9%, and a growing US source market at 9.3%. Direct daily flight services to Vietnam from Australian cities like Sydney, Melbourne, Brisbane, and Perth reduce travel complexity, leading to higher patient numbers. Asian markets such as Singapore and Japan also account for a share of the international dental patients visiting Vietnam.

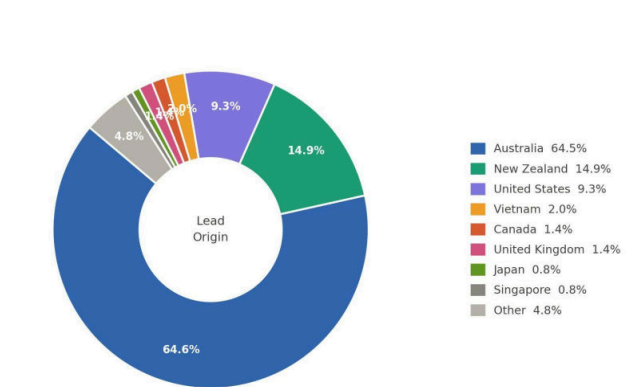


Figure 9: The chart shows % share by origin country of DentaVacation patients for Vietnam in 2025.

Among DentaVacation patients seeking treatment in Vietnam in 2025, 23.73% searched for Ho Chi Minh City, followed by 20.90% for Da Nang, and 12.15% for Hanoi.

VIETNAM — CITY BREAKDOWN

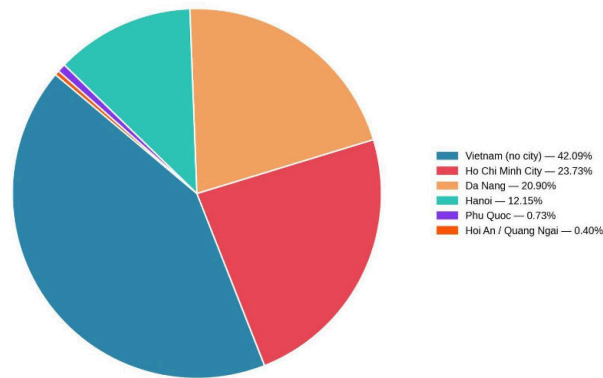


Figure 10: The chart shows city-wise % share of DentaVacation patients for Vietnam in 2025.

The table below shows average savings on popular dental procedures in Vietnam vs the US.

Procedure	Vietnam (USD)	USA (USD)	Average Savings
Dental implants	\$342-\$2,000	\$3,000	63%
All-on-4 implants	\$3,690-\$9,250	\$20,000	71%
All-on-6 implants	\$5,400-\$12,300	\$31,000	72%
Crowns	\$160-\$500	\$1,750	78%
Veneers	\$119-\$1,000	\$1,750	66%
Permanent denture	\$304	\$2,900	90%
Root canal	\$30	\$1,100	97%
Teeth whitening	\$150	\$1,000	85%
Braces	\$770-\$2,281	\$5,000	69%
Extraction	\$19-\$110	\$275	75%

Data sourced from DentaVacation partner clinics in Vietnam and average prices in the US. Prices are case-dependent and subject to change.

4.3 Turkey

With a 13.5% revenue share, Turkey dominated the medical tourism market in 2025.

Lower living costs, Turkish Ministry of Health incentives, and favourable currency exchange rates result in high savings for North American and European patients seeking dental care in Turkey.

Dental tourism in Turkey saw massive growth, rising from 19.86% in 2024 to 78.08% in 2025, according to DentaVacation’s internal patient data.

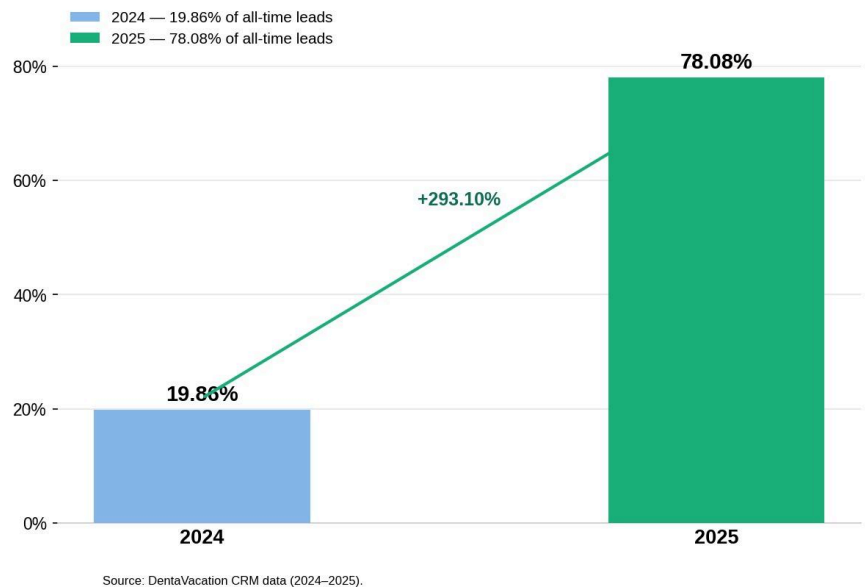


Figure 11: The graph shows % growth in DentaVacation patients seeking dental care in Turkey from 2024 to 2025.

Cosmetic dentistry is in high demand in Turkey, with patients often opting for “Hollywood Smile” makeovers. DentaVacation’s internal data from 2025 shows that 54.72% of total patients enquiring about dental care in Turkey sought cosmetic dentistry procedures.

The table below shows a detailed breakdown of the most popular procedures requested.

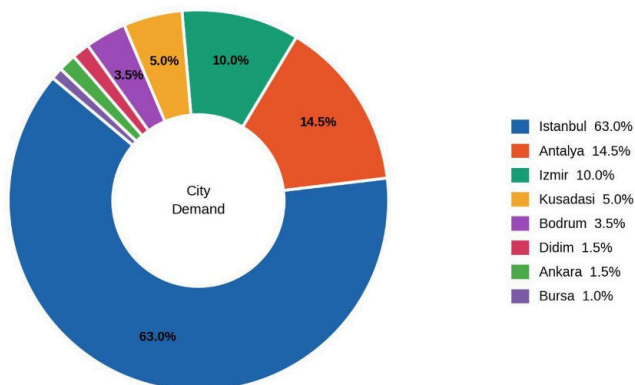
Procedure	Percentage Share of Patients
Dental implants	48.43%
Full-mouth restoration / All-on-4/6	22.64%
Crowns	3.14%
Veneers	1.26%

Sourced from DentaVacation's internal patient data from 2025.

Turkish dental clinics use state-of-the-art technologies such as Digital Smile Design, 3D Imaging, and CAD/CAM systems to ensure safer, more accurate results.

Moreover, Turkey is a beloved tourist destination due to its stunning landscapes, rich historical heritage, and famous cuisine.

Patients seeking dental care in Turkey preferred Istanbul. DentaVacation's internal patient data from 2025 puts the percentage share of enquiries for Istanbul at 63%, followed by Antalya at 14.5%, and Izmir at 10%.



Source: DentaVacation CRM data, 2026

Figure 12: The chart shows city-wise % share of DentaVacation patients for Turkey in 2025.

The table below shows average savings on popular dental procedures in Turkey vs the UK.

Procedure	Turkey (EUR)	UK (EUR)	Average Savings
Titanium implant	€450	€3,100	85%
All-on-4 implants	€3,400	€20,600	83%
All-on-6 implants	€4,850	€16,800	71%
3-on-6 implants	€4,000	€12,500	70%
Zirconium crown	€240	€1,390	82%
Porcelain veneers	€230	€1,220	80%
Dentures	€530	€1,200	55%
Bone graft	€270	€940	71%
Sinus lift	€360	€1,460	75%
Laser cleaning	€176	€750	76%

Data sourced from DentaVacation partner clinics in Turkey and average prices in the UK. Prices are case-dependent and subject to change.

4.4 Other Emerging Destinations

DentaVacation has been receiving increasing enquiries for countries such as Thailand, Morocco, Colombia, Costa Rica, Egypt, the Dominican Republic, China, and the Philippines. Find more information about the emerging destinations of Thailand, Morocco, and Colombia below.

4.4.1 Thailand

DentaVacation's internal data shows a year-over-year growth of 14.95% in the number of patients seeking dental care in Thailand, increasing from 5.59% of all patients in 2024 to 6.42% in 2025. As of 2026, Thailand offers frequent flights and visa-free travel from 93 international destinations which increases accessibility. Significantly lower costs and high quality of care, including JCI accredited dental clinics, drive dental tourism growth.

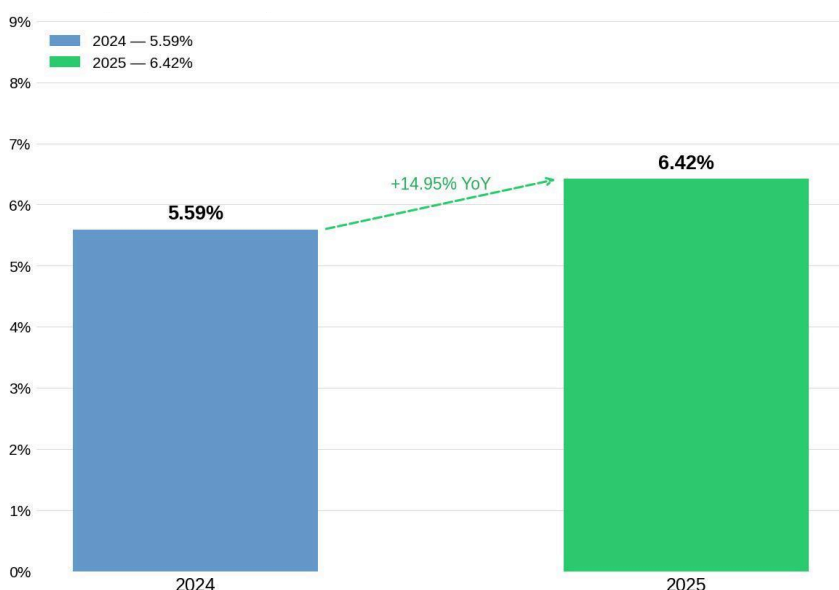


Figure 13: The graph shows % growth in DentaVacation patients seeking dental care in Thailand from 2024 to 2025.

4.4.2 Morocco

Another country seeing increasing dental tourism demand is Morocco. As per internal patient data, DentaVacation recorded a year-over-year growth of 107.14% in the number of patients travelling to Morocco for dental care in 2024 vs 2025. Dentists in Morocco often have EU certifications. Moreover, savings of 70-80% compared to treatment in the US, the UK, and Canada, as well as unique travel opportunities contribute to demand.

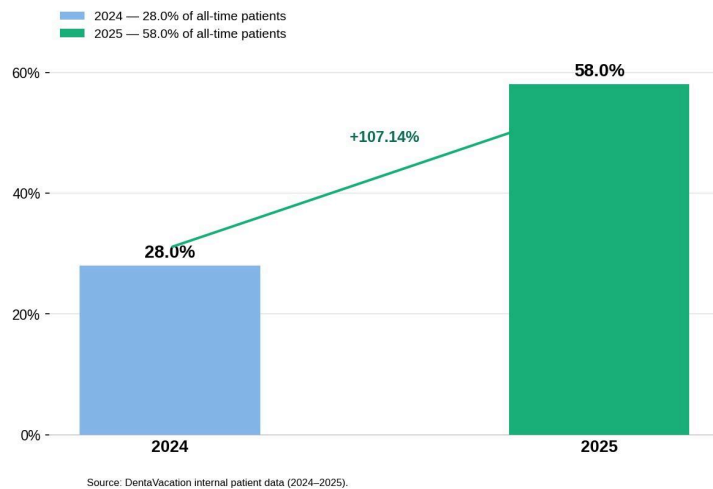


Figure 14: The graph shows % growth in DentaVacation patients seeking dental care in Morocco from 2024 to 2025.

4.4.3 Colombia

DentaVacation's internal patient data for Colombia records a modest year-over-year growth of 4.11% from 2024 to 2025, showing that demand has stayed consistent. Colombia's rigorous education system produces highly skilled dentists. Additionally, low costs, advanced technology, and scenic travel opportunities have made Colombia an important dental tourism destination.

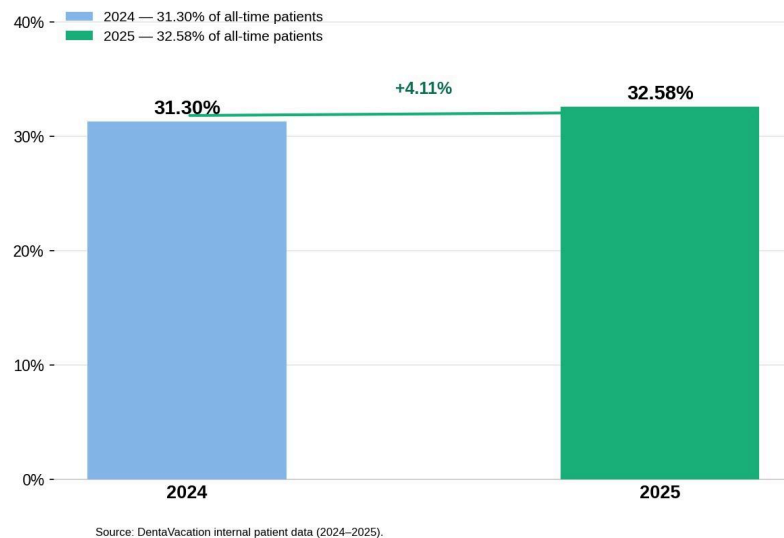


Figure 15: The graph shows % growth in DentaVacation patients seeking dental care in Colombia from 2024 to 2025.

5. Conclusion

This study demonstrates that dental tourism has moved beyond a niche market and now serves as a structural response to inadequate domestic dental care. Stagnant insurance caps in the

US, limited NHS access in the UK, and a shift toward private dental care in Australia have driven millions to seek treatment abroad. The projected increase in the global dental tourism market from \$14.8 billion in 2025 to \$65.4 billion by 2033 highlights rising demand that domestic systems are failing to fulfil.

DentaVacation's internal patient data provides detailed insights into this structural shift, reflecting real patient choices and market trends at a granular level. These findings, based on over a decade of data, indicate significant growth potential for the industry.

Three inferences can be drawn from the data in this study:

- dominance of Anglophone source markets;
- concentration of US patients in border-adjacent states;
- dramatic growth of dental tourism in Vietnam and Turkey between 2024 and 2025.

Three destinations currently shape the dental tourism market. Mexico leads with nearly 43% of DentaVacation's patients in 2025, due to its proximity to the US and savings of up to 80% on dental procedures. Vietnam increased from 11.43% to 56.36% of patients in one year, driven by high-quality care, low costs, and direct flights from major Australian cities. Turkey has established itself as a top destination, particularly for European patients, with cosmetic dentistry making up over half of DentaVacation's procedure requests. Other countries like Thailand, Morocco, and Colombia are emerging as notable dental tourism markets. These trends show where demand is concentrated and where DentaVacation's strongest market opportunities lie.

Facilitation platforms like DentaVacation combine rigorous clinical standards with streamlined logistics to address the growing demand for dental tourism. DentaVacation connects patients to verified, affordable dental care in over 55 countries. Its core strategy is to enhance patient experience through vetted clinics, transparent pricing, and end-to-end patient support.

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