

# Dental Insurance Market Size & Share to Surpass \$272.4 Billion by 2030 | Vantage Market Research

*Growing Prevalence of Dental and Oral Diseases, Along with Increasing Awareness about Oral Health and Rising Availability of Dental Insurance Market*

WASHINGTON, D.C, DISTRICT OF COLUMBIA, UNITED STATES, January 29, 2024 /EINPresswire.com/ -- According to Vantage Market Research, the Global [Dental Insurance Market Size](#) is estimated to be valued at USD 372.4 Billion by 2030 at an exponential growth of 11.5% in the next seven years.



The growing dental health issues, an increase in dental care awareness, and a surge in treatment costs are significant factors expected to drive the growth of the global Dental Insurance market during the forecast period.

The growing use of [oral](#) hygiene services subsequently demand for Dental Insurance coverage are likely to fuel the market development. Moreover, Dental Insurance cover several benefits, including treatment of infected nerves, minor surgical procedures, tooth removal, and drainage of minor oral infections. Advancements in technologies are also anticipated to create growth prospects for the global market.

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1. Market Penetration: Provides comprehensive information on the market offered by the key players.
2. Market Development: Provides in-depth information about lucrative emerging markets and analyses penetration across mature segments of the markets.
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments.

4. Market Trends: Provides comprehensive understanding of the Cumulative Impact of COVID-19, the Russia-Ukraine Conflict, and the High Inflation.
5. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players.
6. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments.

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Key market trends in the Dental Insurance market

- The incidences of oral diseases like tooth decay and periodontal (gum) disease is rising at the global level because of the geriatric population base, lack of access to oral healthcare, and an unhealthy diet. People have become more aware of the importance of oral health and probably seek dental care, fuelling the demand for Dental Insurance.
- Government initiatives and policies assist in the growth of the Dental Insurance market. The government supports Dental Insurance companies by offering dental insurers protection against fluctuations in revenues, prices, and yields.
- There is a high [demand for cosmetic dentistry](#), as people are aware of the importance of a healthy and attractive smile, causing a rising need for Dental Insurance that covers cosmetic procedures.
- Technological advancements in dentistry, such as digital X-rays and dental implants, are making dental care effective and less invasive, leading to the growing need for dental care. Thus, there is an increased demand for Dental Insurance.

Market Segments

- By Coverage, the Dental Preferred Provider Organizations (DPPO) section is expected to have the highest market growth over the forecast period.
- By Type, the Preventive Dental Insurance segment is anticipated to witness maximum growth of the market over the projected period.
- The market was ruled by North America in 2022 with a revenue share of 40.9%.
- The Asia Pacific region will likely witness considerable market growth in the coming years.

Market Trends

- One of the top market trends in the Dental Insurance market is integrating Telehealth services. The telehealth integration within Dental Insurance provides a noteworthy prospect for insurers. Insurers can invest in user-friendly telehealth platforms and offer an excellent experience for customers seeking dental guidance and consultations.
- The customization and flexible coverage options is another notable trend. Insurers provide

customizable Dental Insurance plans tailoring to one's and family's needs, increasing customer satisfaction. Flexible coverage options let consumers choose plans that line up with their exact needs and financial capacities, encouraging a high adoption rate.

Some of the leading dental insurance providers in the market are:

- Allianz
- Hdfc Ergo Health Insurance Ltd. (Apollo Munich)
- Metlife Services and Solutions, LLC
- Cigna
- Aflac Incorporated
- United Healthcare Services, Inc.
- Delta Dental
- Axa
- Aetna Inc.
- Ameritas

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Some of the key trends in the dental insurance market are:

Dental Insurance companies are expanding their reach, providing several plan options, focusing on preventive care, using technology, managing costs, and investing in value-based care. Also, companies meet the requirements of their customers and stay ahead of the competition. Here are crucial insights into key competitors and success strategies in the industry:

- Companies expand their reach by means of partnerships and acquisitions.
- Companies provide a broader variety of plan options to meet the needs of different consumers.
- Companies use technology to enhance their efficiency and customer service.
- Companies offer incentives for preventive care, like discounts on premiums or co-pays.
- Companies manage costs through network negotiations.
- Companies invest in value-based care models.

Some of the key players in the dental insurance market are:

- To offer health coverage everywhere, Bajaj Allianz and Allianz Partners launched Global Health Care in June 2022. One of the broadest Sum Insured ranges on the Indian market, ranging from USD 100,000 to USD 1,000,000, is provided by the Global Health Care product. There are two plans for the product: the "Imperial Plan" and the "Imperial Plus Plan," which provide both domestic and international coverage.

- Aetna will start selling Medicare Advantage Prescription Drug (MAPD) plans in 46 states in January 2022. Aetna has expanded into 83 more counties, giving an extra 1 million Medicare enrollees access to its plans. In all, 53.2 million Medicare beneficiaries will be able to access MAPD plans in 1,875 counties by 2022.

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#### By Coverage

- Dental Preferred Provider Organizations (DPPO)
- Dental Health Maintenance Organizations (DHMO)
- Dental Indemnity Plans
- Other Coverages

#### By Type

- Major
- Basic
- Preventive

#### By Demographics

- Senior Citizens
- Adults
- Minors

#### By End User

- Individuals
- Corporates

#### By Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

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#### Coverage Analysis

- Dental Preferred Provider Organizations (DPPO) segment accounted for the most significant market growth in 2022.
- DPPOs are widespread among individuals looking for flexibility and an extensive network of

dental care providers. Policyholders can select their dentists within and outside the network together through DPPO plans.

#### Type Analysis

- Preventive Dental Insurance is predicted to have maximum market growth during the projected timeframe.
- Dental preventive plans focus on regular checkups, cleanings, and early intervention for dental complications, and this method strengthens policyholders' ability to maintain their oral health with the help of regular dentist visits.

#### Demographics Analysis

- The adult category is expected to grow most during the projected timeframe.
- This is owing to the increase in awareness related to Dental Insurance among them. People tend to require more dental care as they age, together with preventive, restorative, and potentially primary dental procedures. This rising demand for dental services among adults fuels the Dental Insurance industry's growth.

#### End User Analysis

- Corporate Dental Insurance is anticipated to have extreme market growth during the forecast period.
- Corporate Dental Insurance plans were the most preferred category in 2022, as dental treatment is often included in company employee benefits packages. Individuals are interested in such plans as they offer an affordable means to get complete dental care.

For more information, contact Vantage Market Research at [info@vantagemarketresearch.com](mailto:info@vantagemarketresearch.com)

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- In 2022, North America dominated the market with a significant market revenue. The region is home to a prominent and comparatively affluent population. The United States has a substantial middle-class population base that can afford Dental Insurance premiums. This generates a large customer base for Dental Insurance providers.
- In the United States, various employers provide Dental Insurance as a part of their employee benefits packages. This practice boosts a major portion of the region's population to have Dental Insurance coverage.

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