RESEARCH STUDY

Dental Tourism Trends 2026: Global Data, Top Destinations & How Dentavacation is Raising the Standard

Published by DentaVacation

dentavacation.com | July 2026

1. Abstract

This research report examines the global growth of dental tourism and its key demand drivers. It focuses on patients from the US, Canada, Europe (mainly the UK), and Australia, as well as high-volume markets, emerging dental tourism destinations, and the role of facilitation platforms.

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. As oral health is closely related to general health and quality of life, inadequate domestic dental care systems are driving patients to seek quality dental care overseas.

2. Research Objectives and Methodology

2.1 Objectives

This study addresses three core research questions:

- What are the **key 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?

2.2 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 work prices and insurance coverage data from the American Dental Association (ADA) and the British Dental Association (BDA).

- The National Health Service (NHS) dentistry data.
- Official tourism authorities such as the Vietnam National Administration of Tourism (http://vietnamtourism.gov.vn/), the Tourism Authority of Thailand (https://www.tourismthailand.org/Home), and the Turkey Health Tourism Department (https://www.healthturkiye.gov.tr/about-us).
- Australian government travel guides (https://www.smartraveller.gov.au/)
- Research articles published by PubMed, WebMD, and Mayo Clinic.
- DentaVacation's internal patient CRM data.

2.3 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. Location-specific reports will be published later for a detailed analysis of geographic market distribution.

3. Source Countries

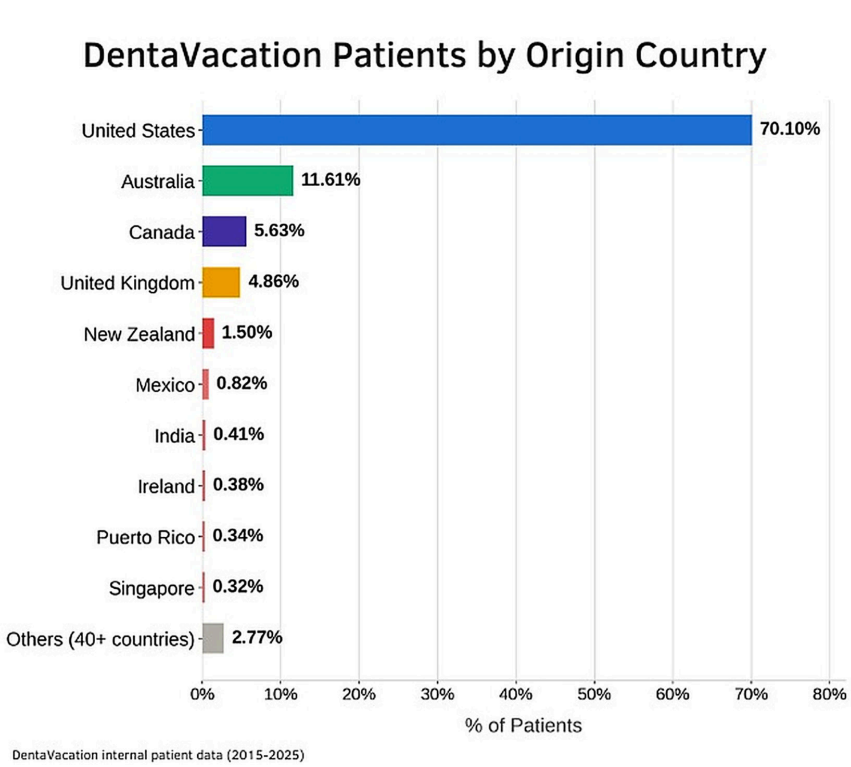

Figure 1: The graph shows the % share of DentaVacation patients by origin country (2015-2025)

- 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%**.

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%**
- **Arizona** at **3.40%**
- Other notable states include **Washington** and **North Carolina**.

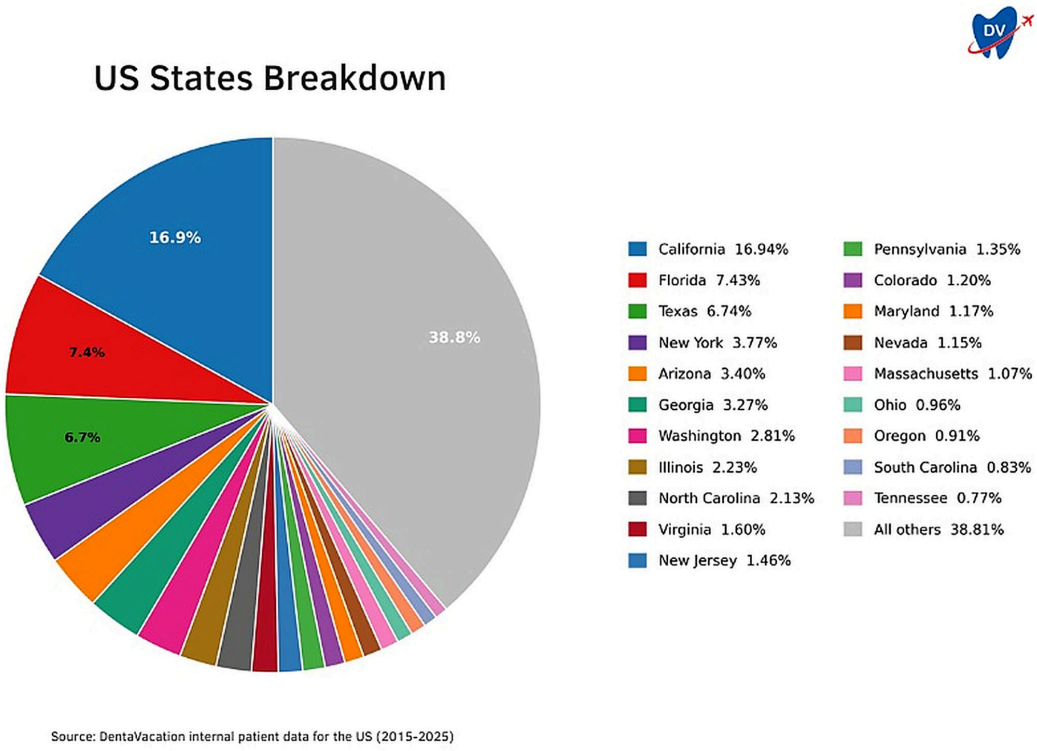

Figure 2: The chart shows DentaVacation's US state-wise patient distribution from 2015 to 2025.

Accessibility factors, such as 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.

4. 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 **20.6%**.[1]

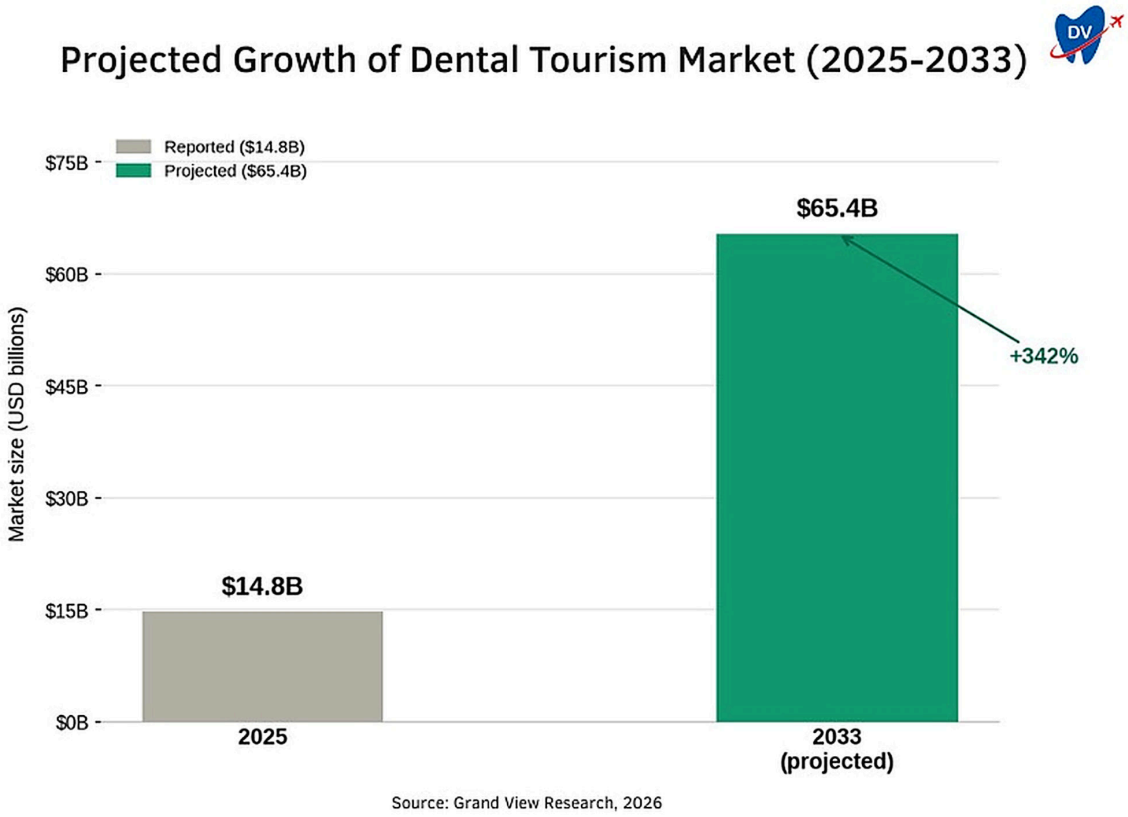

Figure 3: The graph shows projected growth of the dental tourism market from 2025 to 2033. Source: Grand View Research.

- With dental tourism, patients still save **40-70%** on complex procedures, even after travel costs.
- DentaVacation's internal patient data reflects growth in the global dental tourism market.

- Internal data shows **lead-to-booking conversion rates** rising over the past two years, from **6.22%** in 2024 to **7.41%** in 2025, and **10.10%** in the first half of 2026.
- The upward trend indicates more patients who enquire about dental work abroad are following through to booking.
- Both **marketing efforts** and **organic growth** are likely to have led to this increase.

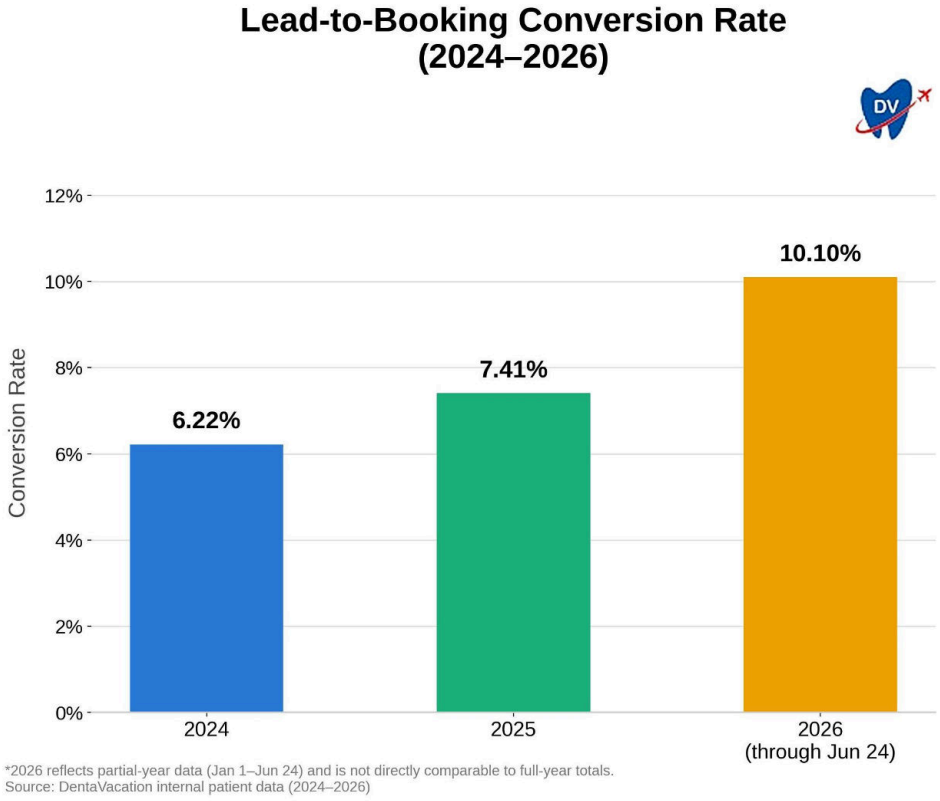

Figure 4: The graph shows % growth of DentaVacation's patients from 2025 to 2026.

Listed below are the key drivers of dental tourism demand.

4.1 Insurance Coverage Gap

The major factor driving North American, European, and Australian patients overseas for healthcare is a widening structural insurance gap that leaves many unable to afford care at home.

- In the **United States**, most dental insurance plans' annual maximums have not changed significantly in the past 50 years. Many plans are still capped at the **$1,000 to $2,000** yearly limits established decades ago.[2]

- 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.[3]

- Among those with 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. Nearly half of them had to stop treatment as a result.[4]

- The situation is no better in the **UK**, where NHS dentistry has declined sharply. According to the British Dental Association's **2024 analysis** of data from the Office for National Statistics, nearly **97%** of new patients who tried to access NHS dental care were unable to do so.[5]

- According to NHS England, **39.8%** of adults had seen an NHS dentist in the two years leading up to **June 2025**. This is lower than the reported **49.4%** of adults who had seen an NHS dentist in the two years leading up to **September 2019**.[6]

- According to a 2026 study by IBISWorld, the Australian dental services industry is predominantly **privately funded**, unlike other health services.[7]

- Major dental treatments such as **implants**, **veneers**, and **cosmetic procedures** are not covered by insurance in Australia.

4.2 Long Domestic Wait Periods

- In North America, Australia, and Europe, patients are often stuck on long waiting lists to access dental services.

- Global Growth Insights' 2026 report on the medical tourism market found that nearly **28%** of medical tourists are motivated to seek healthcare overseas due to long domestic wait times.[8]

- According to the British Dental Association, well over **13 million** people in **England** have unmet NHS dentistry needs. Over **800,000** of them reported being stuck on waiting lists.[9]

- Similarly, in **Canada**, roughly 1 in 10 adult patients in British Columbia wait nearly **10 months** or longer for dental surgery.[10]

- These long wait times often worsen dental conditions, leading to increasing treatment costs.

4.3 High Cost Savings

- The fundamental economic logic driving dental tourism is the **widening cost gap** between treatment abroad and in patients' home countries.
- According to Global Growth Insights' 2026 report, high cost savings motivate over **40%** of global medical travellers.[9]
- 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 **$350-$1,200**, helping patients access lower-cost treatment options.
- This price gap yields savings of **60-93%** on a single procedure.

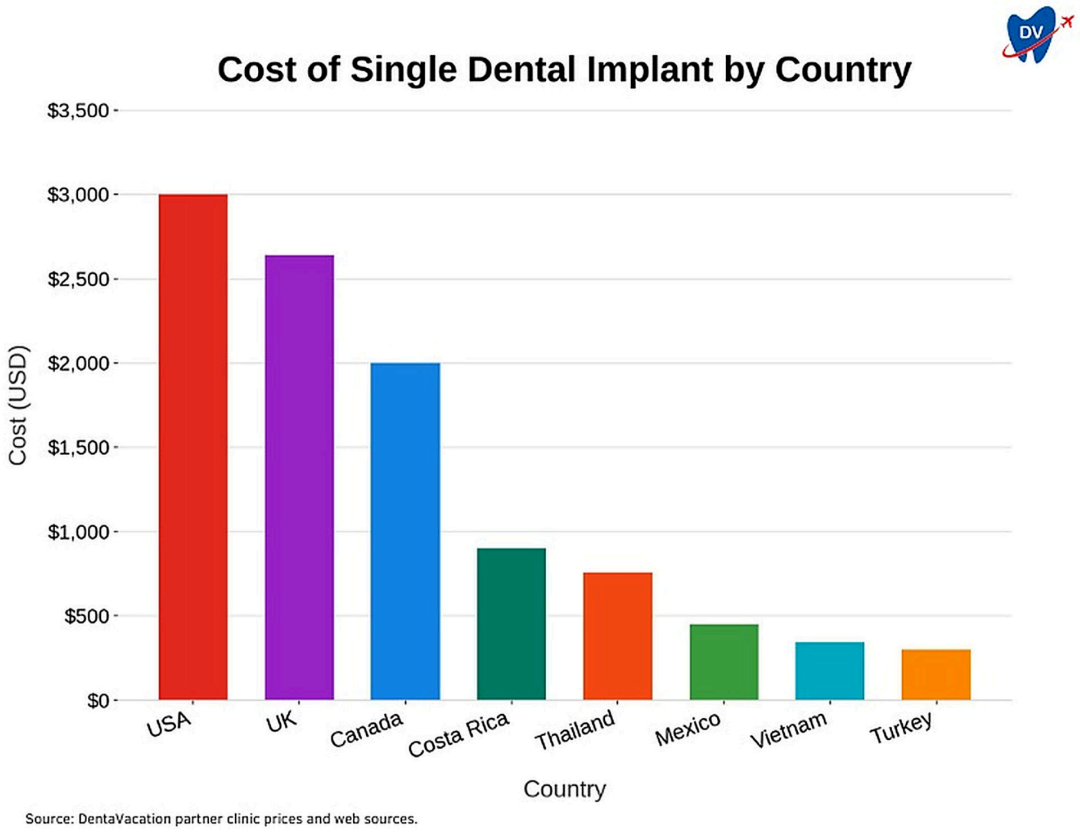

Figure 5: The graph shows average cost comparison data for a single implant. Derived from DentaVacation partner clinic prices and web sources. Prices are case-dependent and subject to change.

4.4 Quality of Dental Care and Patient Experience

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

- Dental clinics abroad are striving to meet international healthcare standards.
- They employ highly trained dentists with globally recognised credentials.
- They 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, including **Nobel Biocare**, **Straumann**, and **Zimmer**.
- Clinics also adhere to **ISO-certified** sterilisation protocols.
- According to testimonials collected by DentaVacation in 2025, patients found treatment at dental clinics abroad to be equal to, or even better than, clinical standards at home.
- Hospitality also plays a key role in patient satisfaction.

4.5 All-inclusive Dental Tourism Packages

All-inclusive packages like those from DentaVacation have become the standard in dental tourism.

- DentaVacation's **all-inclusive dental tourism packages** cover an initial virtual consultation, projected cost estimates, diagnostic tests, treatment, travel coordination, accommodation, and aftercare protocols.
- Dental tourism packages simplify the complicated process of navigating a foreign healthcare system. Reducing perceived complexity for international patients is as commercially important as reducing financial costs.
- Dental tourists can be impeded by language barriers, travel logistics, and regulatory requirements. Thus, auxiliary services such as travel coordination and accommodation help improve patients' experience.[10]
- DentaVacation's packages offer a **bundled care pathway** that removes logistical and informational barriers to dental tourism and delivers significant savings.

Case Study: DentaVacation's package for **all-on-4 dental implants** (per jaw) in Los Algodones, Mexico, versus average costs in the US.

Package Item	Average US Cost (USD)
All-on-4 implant procedure (per jaw)	$15,200
X-rays	$400
Anesthesia	$1,000
Pre-op & post-op consultations	$400
Medication	$100
Treatment plan / Case coordination	$150
Hotel + breakfast (3-4 nights)*	$500
Airport, clinic, & hotel transfers*	$100

*Reflects domestic US travel scenario, since all-on-4 dental implant specialists are not available in every area. Prices sourced from ADA data and web sources.

Thus, the average cost of getting all-on-4 dental implants in the US is **$17,850**. DentaVacation's all-on-4 dental implants package in Los Algodones costs **$9,500**.

This results in average savings of **46.78%**.

Moreover, all-on-4 dental implant prices in the US vary from $12,000 to $27,500. On the higher end, the DentaVacation package listed here can save patients **up to 70%**.

4.6 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.

- 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**.[11]
- The growth of **digital consultations** and **tele-dentistry** has boosted pre-travel confidence in dental tourism.[12]
- DentaVacation's internal data shows that over **30%** patients used the platform for online consultations in **2024-2025**.

4.7 Government Support

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

- In May 2026, **South Korea's** Ministry of Health and Welfare announced that licensed dentists may provide **telemedicine**, including consultations, diagnoses, and prescriptions, to overseas patients in a bid to promote dental tourism. The provision takes effect one year after promulgation.[13]

- 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. From 2026, **100%** of earnings from providing dental care to foreign patients may be deducted from **corporate tax returns**, subject to the necessary conditions.[14]

- **Vietnam's** government formally incorporated dental and medical tourism into its tourism industry development strategy from 2018.[15]

- 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.[16]

- In 2024, the **Philippine Department of Tourism** released updated accreditation guidelines for dental clinics catering to international patients.[17]

- 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.

5. Geographic Market Distribution

DentaVacation's internal patient data from 2025 spotlights **six** major international hubs for high-quality, affordable dental care.

- **Mexico** dominates the market, accounting for nearly **43%** of total patients.

- **Vietnam** accounts for **17.5%** of patients.

- **Turkey's** share of patients is roughly **8%**.

- **Colombia's** share of patients is roughly **5%**.
- **Thailand** accounts for nearly **4%** of patients.
- **Costa Rica** records nearly **3%** of patients.

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.

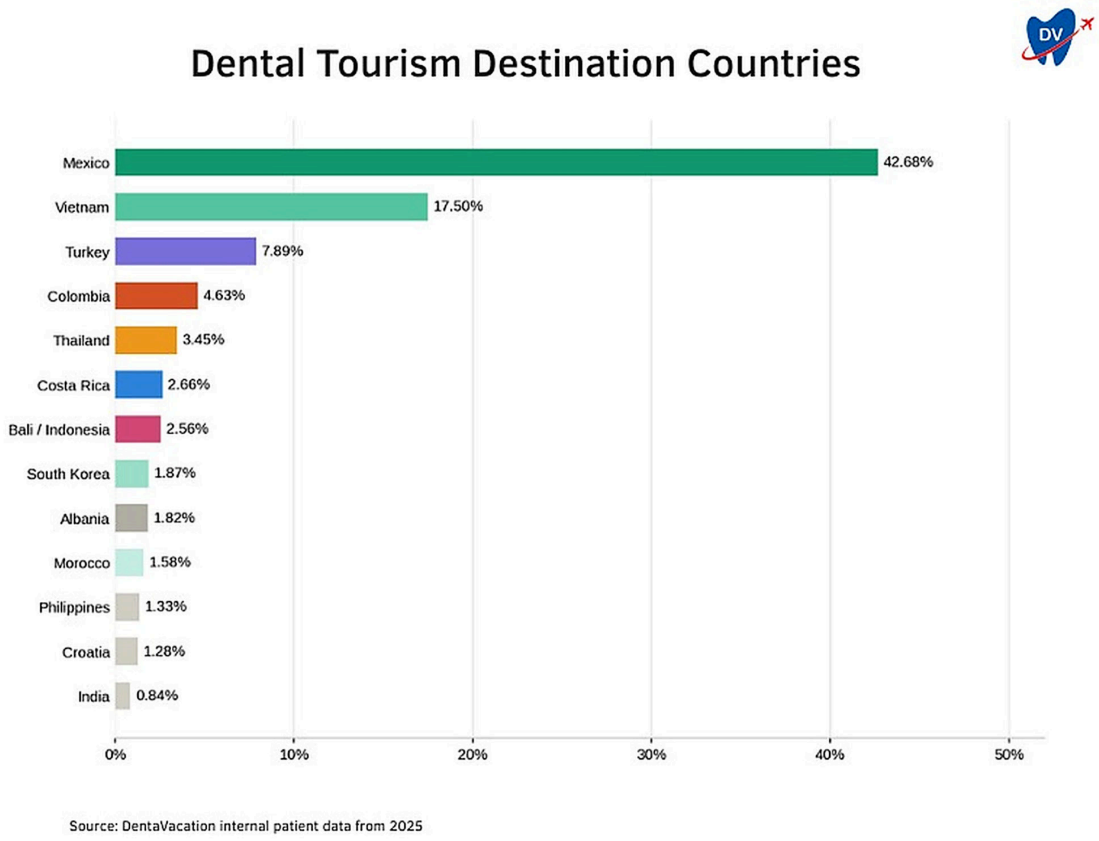

Figure 6: The graph shows the % share of DentaVacation's dental tourism destinations in 2025.

5.1 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.[18]
- 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**.

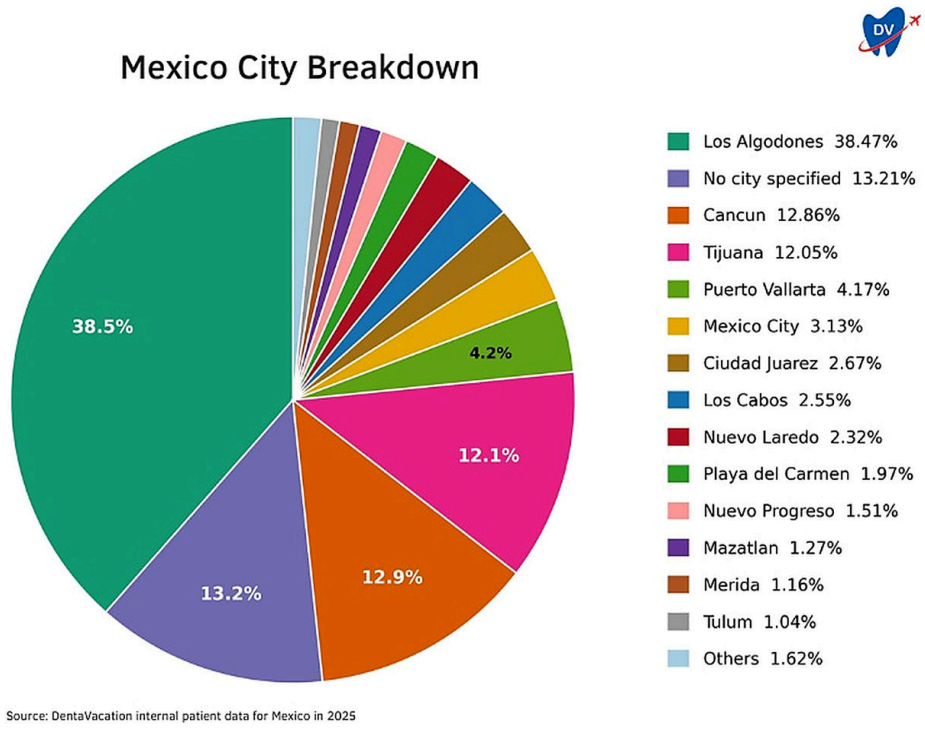

Figure 7: The chart shows city-wise % share of DentaVacation patients for Mexico in 2025.

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.

5.2 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 shows a **12%** increase in patients in Vietnam from 2024 to 2025.
- The considerable increase in patient numbers suggests the success of **targeted marketing** rather than organic growth alone.

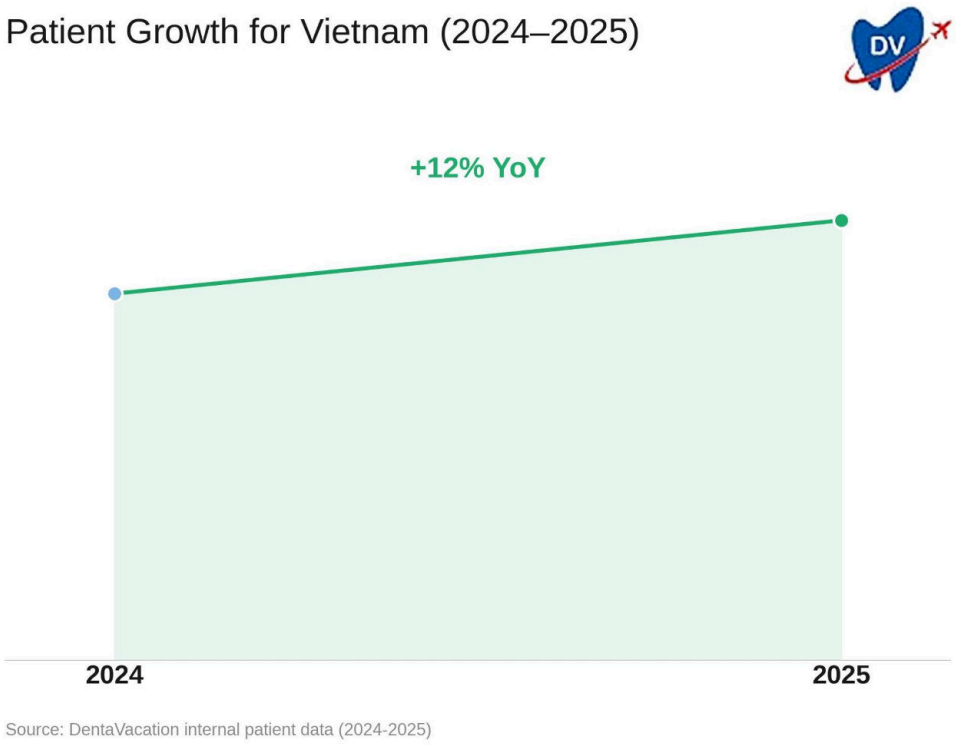

Figure 8: The graph shows % growth in DentaVacation patients seeking dental care in Vietnam from 2024 to 2025.

- **Australia** dominates the source market, accounting for **64.5%** of DentaVacation's patients seeking dental care in Vietnam.

- It is followed by **New Zealand** at **14.9%**.
- The **US** source market is growing 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.[19]
- Asian markets such as **Singapore** and **Japan** also account for a share of the international dental patients visiting Vietnam.

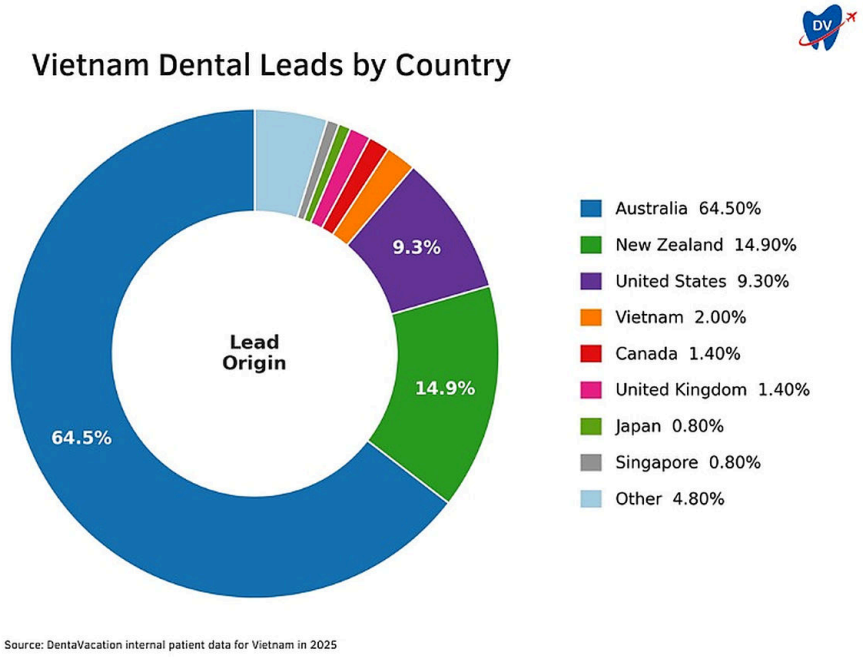

Figure 9: The chart shows % share by origin country of DentaVacation patients for Vietnam in 2025.

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**.

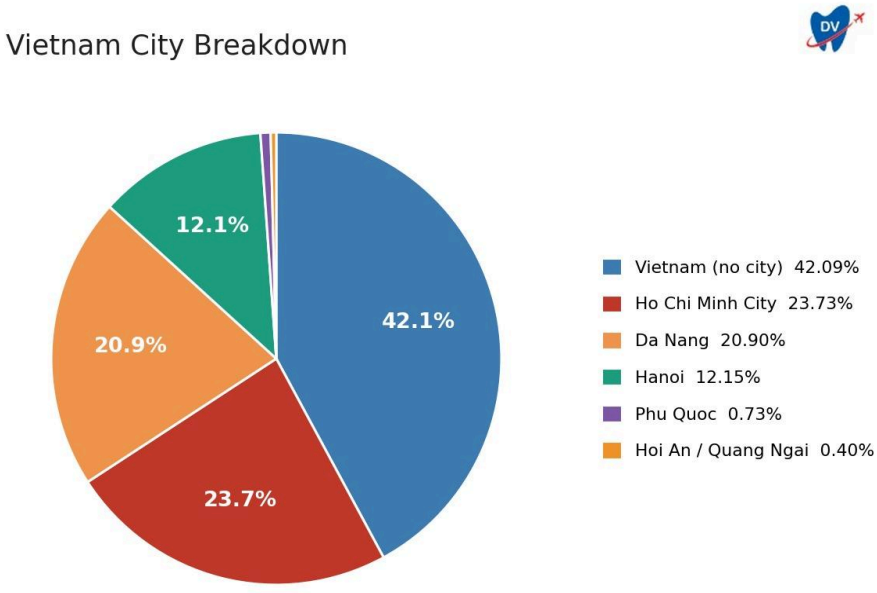

Figure 10: The chart shows city-wise % share of DentaVacation patients for Vietnam in 2025.

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

Procedure	Vietnam (USD)	USA (USD)	Average Savings
Dental implants	$350-$2,000	$3,000	63%
All-on-4 implants	$3,700-$9,250	$20,000	71%
All-on-6 implants	$5,400-$12,300	$31,000	72%
Crowns	$160-$500	$1,750	78%
Veneers	$120-$1,000	$1,750	66%
Permanent denture	$300	$2,900	90%
Root canal	$30	$1,100	97%
Teeth whitening	$150	$1,000	85%
Braces	$770-$2,300	$5,000	69%
Extraction	$20-$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.

5.3 Turkey

- With a **13.5%** revenue share, Turkey dominated the medical tourism market in 2025.[20]
- 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.[21]
- According to DentaVacation's internal data, dental tourism patient numbers in Turkey grew by **7.7%** from 2024 to 2025.

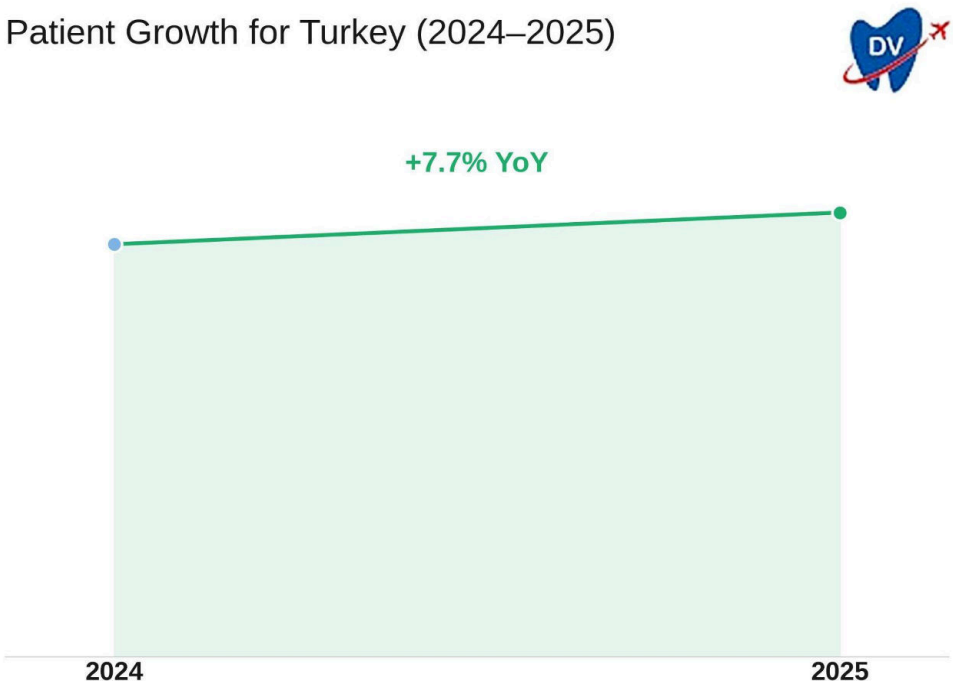

Figure 11: The graph shows % growth in DentaVacation patients seeking dental care in Turkey from 2024 to 2025.

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 prefer 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%**.

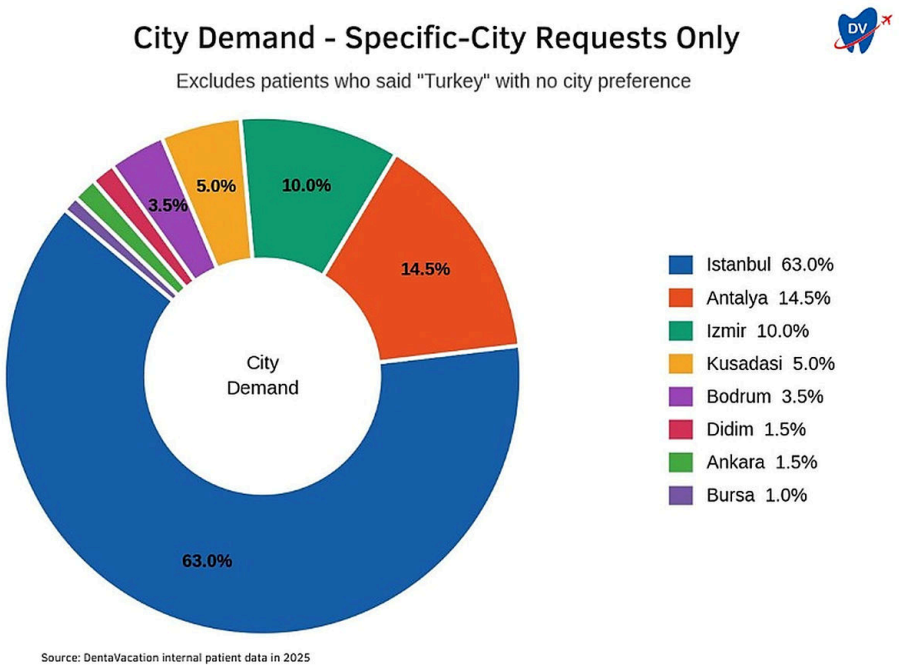

Figure 12: The chart shows city-wise % share of DentaVacation patients for Turkey in 2025.

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	€180	€750	76%

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

5.4 Colombia

- DentaVacation's internal patient data for Colombia records a **19.2% growth** in patient enquiries from 2024 to 2025.
- Colombia's rigorous education system produces highly skilled dentists.[22]
- Additionally, **low costs**, **advanced technology**, and **scenic travel** opportunities have made Colombia an important dental tourism destination.

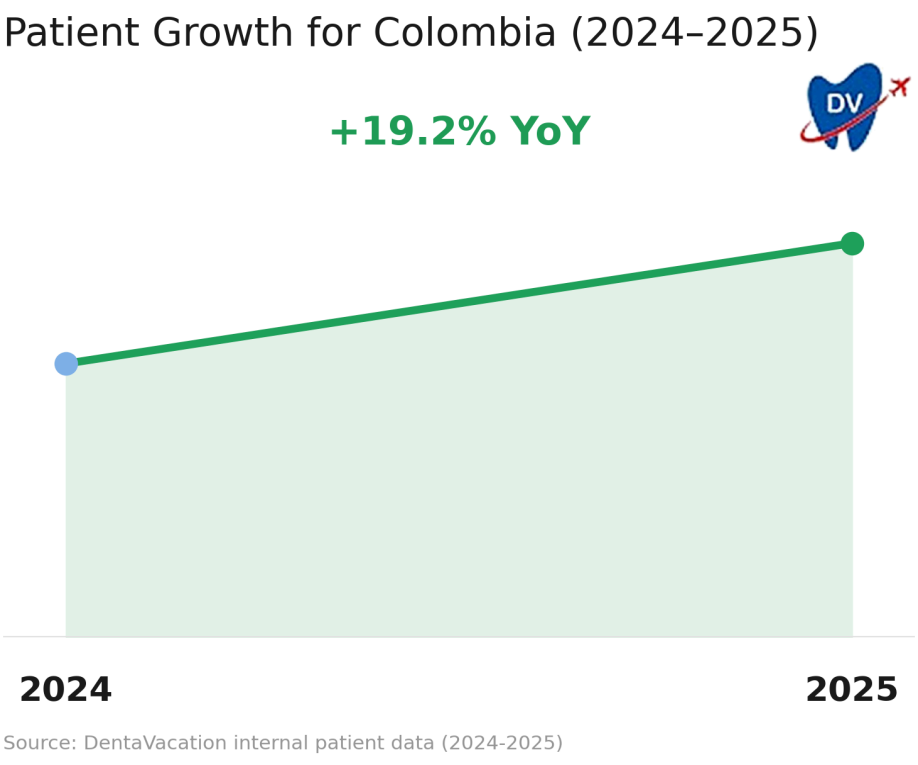

Figure 13: The graph shows % growth in DentaVacation patients seeking dental care in Colombia from 2024 to 2025.

5.5 Thailand

- According to DentaVacation's internal data, the number of patients in Thailand increased by **10.9%** from 2024 to 2025.
- This upward trend indicates successful targeted marketing.
- As of 2026, Thailand offers frequent flights and visa-free travel from **93** international destinations, increasing accessibility.[23]
- Significantly lower costs and high-quality care, including **JCI-accredited dental clinics**, drive dental tourism growth.

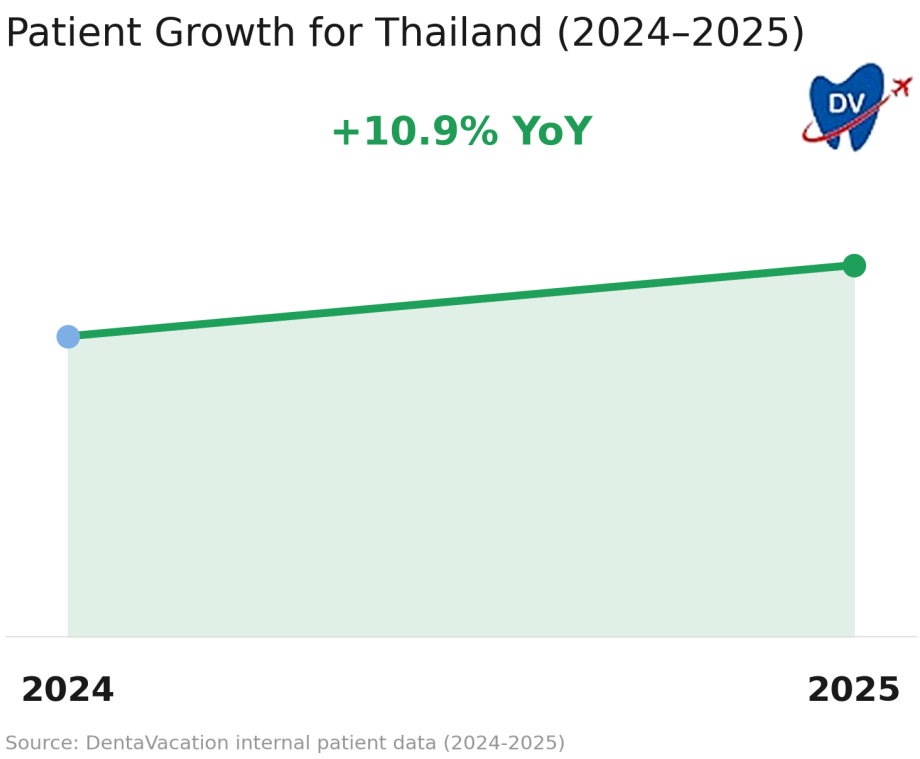

Figure 14: The graph shows % growth in DentaVacation patients seeking dental care in Thailand from 2024 to 2025.

5.6 Costa Rica

- Costa Rica is a popular dental tourism destination in Latin America.
- As per DentaVacation's Cost Index, patients can save up to **80%** on dental procedures compared to prices in the US and Canada.
- Geographical accessibility makes Costa Rica a desired destination among

travellers.

- DentaVacation's internal patient data from 2025 demonstrates a clear preference for **San José**, accounting for **66.5%** of all city-specific requests.
- Other requested destinations are **Jacó**, **Liberia**, **Playa del Coco**, and **San Juan**.

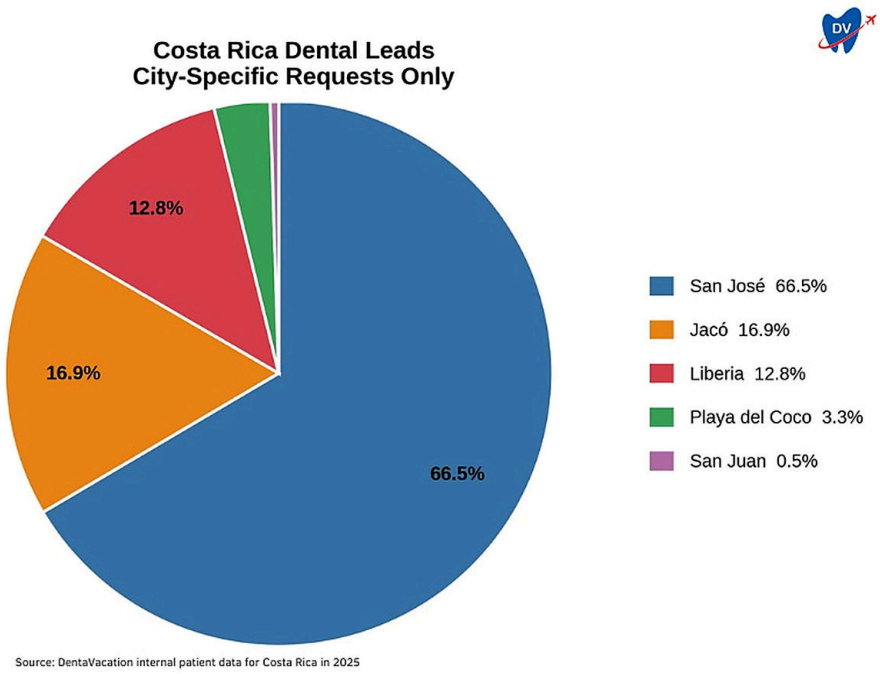

Figure 15: The chart shows city-wise % share of DentaVacation patients for Costa Rica in 2025

5.4 Other Emerging Destinations

Internal data from 2024-2025 shows that DentaVacation has been receiving a higher number of enquiries for countries such as Albania, Cambodia, China, Croatia, Spain, the Dominican Republic, Indonesia, Moldova, the Philippines, and South Korea.

The increasing demand indicates that these countries are emerging as significant dental tourism markets.

6. 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. Using real patient data, DentaVacation identifies where demand is concentrated and where gaps in domestic systems are most acute.

Four demand-side pressures stand out.

- US dental insurance maximums remain capped at **$1,000-$2,000** yearly limits established 50 years ago. **32 million adults** reached those caps in 2024.
- In the UK, nearly **97%** of new patients were unable to access NHS dental care in **2024**, prompting patients to seek private and overseas alternatives.
- Long domestic waiting periods in the **UK** and **Canada** are driving patients to seek dental care abroad.
- Australia's dental service industry is largely **privately funded**, with major procedures like dental implants and veneers excluded from insurance coverage.

The market response reflects this pressure.

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.

Three inferences emerge from DentaVacation's decade of internal patient data from 2015 to 2025.

- The source market is dominated by **Anglophone countries**, including the US, Australia, Canada, the UK, New Zealand, and Ireland. The **US** leads with a **70.10%** patient share.
- **All-inclusive dental tourism packages** that bundle consultation, treatment, travel, accommodation, and aftercare have become the industry standard.
- **Vietnam**, **Turkey**, and **Thailand** saw growth in patient numbers between 2024 and 2025, suggesting that demand is diversifying beyond Mexico's historical dominance.

Six destinations currently shape the global 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** saw patient numbers rising by **12%** in a single year, driven by DentaVacation's marketing and facilitation efforts. High-quality care, low costs, and direct flights from major Australian cities shape high demand in Vietnam.
- **Turkey** is a top destination, particularly for European patients, with **cosmetic dentistry** making up nearly **55%** of DentaVacation's procedure requests for the country.
- **Colombia** is seeing consistent demand for dental tourism, with a patient share of **4.63%** in 2025.

- **Thailand** has established itself as an important Asian market for dental tourism, with demand growing by **10.9%** from 2024 to 2025.
- **Costa Rica** is a preferred dental tourism destination in Latin America, with **San José** leading in city-specific requests.
- Albania, Cambodia, China, Croatia, Spain, the Dominican Republic, Indonesia, Moldova, the Philippines, and South Korea are gaining ground as dental tourism destinations.

For **facilitation platforms**, the data in this report suggests that an operating model that combines **verified clinical standards** with **logistics** that remove friction is pivotal for dental tourism. Patients are increasingly choosing a **bundled care pathway** that integrates consultation, treatment, travel, and aftercare into one coordinated process.

DentaVacation's network spanning **over 55 countries** represents this approach. The platform's core strategy is to enhance patient experience through vetted clinics, transparent pricing, and end-to-end patient support.

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