

**Vietnam Dental Services Market By Service Type (Prosthodontics {Porcelain Veneers, Crowns, Fixing Bridges, Others}, Endodontics {Treatment of Dental Pulp, Root Canal Treatment}, Cosmetic Dentistry {Cosmetic Teeth Whitening, Cosmetic Teeth Shaping & Teeth Bonding, Carbon Post, Others}, Periodontics {Gum Graft Surgery, Laser Treatment, Others}, Others), By End User (Hospitals and Dental Clinics), By Patient Type (Inbound and Outbound), By Region, Competition, Forecast and Opportunities, 2020-2030F**

Market Report | 2025-01-31 | 82 pages | TechSci Research

**AVAILABLE LICENSES:**

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7000.00

**Report description:**

Vietnam Dental Services Market was valued at USD 4.21 Billion in 2024 and is expected to reach USD 5.50 Billion by 2030 with a CAGR of 4.75% during the forecast period. The Vietnam Dental Services Market is driven by several key factors contributing to its growth. Increasing awareness and emphasis on oral hygiene among the population have spurred demand for dental services. This trend is bolstered by rising disposable incomes, enabling more individuals to afford dental care beyond basic treatments. Advancements in technology and techniques in dentistry have attracted both patients seeking higher-quality care and professionals looking to upgrade their practices. Government initiatives and investments in healthcare infrastructure play a crucial role in expanding dental services accessibility across urban and rural areas. As the market continues to evolve, dental tourism also contributes significantly, with Vietnam becoming a preferred destination for affordable yet high-standard dental treatments. These factors collectively propel the Vietnam Dental Services Market forward, promising continued expansion and innovation in the sector.

Key Market Drivers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### Increasing Dental Awareness and Oral Hygiene

In Vietnam, there has been a noticeable increase in the awareness of oral health benefits among the population, which has sparked a corresponding rise in the demand for dental services. This heightened awareness is rooted in a growing understanding of the pivotal role that oral health plays in overall well-being. As individuals become more educated about preventive care measures and the potential benefits of cosmetic treatments, they are increasingly inclined towards seeking professional dental services. According to a study titled, "Oral Health Behaviour and Oral Health Status of Elderly Vietnamese", the aim of cross-sectional study was to characterize oral health behaviors and issues among elderly Vietnamese individuals and to assess the prevalence of dental caries and periodontal disease. The study included 258 participants aged 65-74 years residing in Danang, Vietnam, who self-reported their oral health behaviors and problems. Dental caries was evaluated using the DMFT index, while periodontal status was assessed using the modified Community Periodontal Index. This included examinations for gingival bleeding and periodontal pocket depth (PPD) across all teeth, and clinical attachment loss (CAL) in index teeth. The findings underscored a high prevalence of dental diseases among elderly Vietnamese, particularly attributed to limited awareness of oral health self-care practices, particularly evident in rural areas. These results highlight the necessity for an oral health care program tailored to enhance the oral health outcomes of elderly Vietnamese individuals.

The expansion of the dental services market in Vietnam can be attributed to this proactive shift towards maintaining oral hygiene and health. People are now more cognizant of the importance of regular dental check-ups, teeth cleanings, and early intervention for oral health issues. Preventive care practices, such as fluoride treatments and sealants for children, are also gaining traction as families prioritize long-term dental health. The desire for cosmetic dental procedures has surged as societal norms evolve to place greater emphasis on aesthetics. Procedures like teeth whitening, dental veneers, and orthodontic treatments are not only seen as ways to enhance one's smile but also as investments in personal confidence and social well-being. This cultural shift towards valuing dental aesthetics further propels the growth of specialized cosmetic dental services across Vietnam.

### Rising Disposable Incomes

In Vietnam, the steady improvement in economic conditions has ushered in a period of rising disposable incomes among its populace. This economic stability plays a pivotal role in reshaping the landscape of dental care in the country. As more individuals experience increased financial security, they find themselves more capable of investing in comprehensive dental treatments that extend beyond basic oral care. Vietnam is known for its exceptionally low costs of dental care, positioning itself as a highly competitive option globally. Rates in Vietnam are less than half of those found in other Asian countries and less than a quarter of what patients typically pay in developed nations. For example, a dental implant procedure priced at USD 1,500 in Thailand and USD4,000 in the United States is offered at only USD 1,000 in Vietnam. Similarly, a dental crown, which costs twice as much in Malaysia, is priced significantly lower in Vietnam, at less than 15% of the cost in the United States. A root canal surgery, which averages about USD 1,400 in the United States, can be performed for as little as USD 280 in Vietnam. These substantial cost differentials underscore Vietnam's affordability and competitiveness in the global dental care market.

The burgeoning disposable incomes enable Vietnamese citizens to seek out a broader spectrum of dental services, including cosmetic procedures and advanced dental surgeries. Procedures such as dental implants, crowns, and orthodontic treatments, which were once considered luxuries, are now becoming attainable options for a growing number of people. This shift not only enhances the overall quality of dental care received but also contributes significantly to the growth and diversification of the dental services market. The rise in disposable incomes fosters a cultural shift towards prioritizing oral health and aesthetics. Individuals are increasingly willing to allocate a portion of their income towards enhancing their smiles and addressing dental concerns proactively. This trend is particularly evident among the urban middle class and affluent segments of society, where there is a heightened awareness of the benefits of maintaining good oral hygiene and seeking professional dental care.

### Technological Advancements in Dentistry

In Vietnam, significant strides in dental technology and techniques have revolutionized the provision of dental care, marking a profound shift in the industry's landscape. Innovations such as digital imaging, CAD/CAM (Computer-Aided Design/Computer-Aided Manufacturing) technology for prosthetics, and laser dentistry have emerged as cornerstones of modern dental practice. These advancements are not merely upgrades but transformative tools that enhance treatment outcomes across various dental procedures.

Digital imaging has replaced traditional X-rays with high-resolution images that provide detailed views of oral structures, aiding in

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

accurate diagnoses and treatment planning. This technology not only minimizes radiation exposure but also allows dentists to visualize complex dental issues more effectively. CAD/CAM technology has streamlined the fabrication of dental prosthetics such as crowns, bridges, and veneers. Dentists can now design these restorations digitally and manufacture them onsite or through digital laboratories, reducing turnaround times and enhancing precision in fit and aesthetics.

#### Government Support and Healthcare Infrastructure

Government initiatives in Vietnam aimed at bolstering healthcare infrastructure have had a profound and positive impact on the dental services market, ushering in an era of improved accessibility and enhanced quality of dental care across the nation. Through strategic investments and policies, the Vietnamese government has taken proactive steps to address gaps in oral healthcare, particularly in both urban centers and rural regions. The Vietnamese government launched the Vietnam Dental Tourism platform to enhance the experience for international medical tourists. Co-founded by a group of dental specialists and tourism experts, this platform connects patients from around the world to a network of 26 dental clinics across all provinces, ensuring a seamless experience from arrival to departure. Vietnam Dental Tourism offers detailed information on each specialist and clinic within its network, allowing prospective patients to easily schedule appointments with just a click, regardless of their location. The government continues to invest heavily in dental care, with Vietnam Dental Tourism hoping to expand its network to include more than 200 clinics by 2020. This initiative demonstrates the government's commitment to improving healthcare infrastructure and promoting the dental services market in Vietnam.

One of the key aspects of these initiatives is the establishment and expansion of dental clinics equipped with modern facilities and state-of-the-art equipment. Government funding has facilitated the construction and refurbishment of dental facilities, ensuring that communities have access to comprehensive dental services closer to home. This infrastructure development not only bridges geographical gaps but also alleviates the burden on larger urban centers by decentralizing dental care services. The government has prioritized the training and professional development of dental professionals. Programs and scholarships are often provided to encourage aspiring dentists to pursue higher education and specialized training in various fields of dentistry. This initiative not only enhances the skill set of local practitioners but also attracts talented professionals to contribute to the country's dental workforce.

#### Key Market Challenges

##### Access Disparities Between Urban and Rural Areas

One of the primary challenges in Vietnam's dental services market is the disparity in access between urban and rural areas. While major cities like Ho Chi Minh City and Hanoi boast modern dental clinics with advanced technologies, rural regions often lack adequate infrastructure and trained professionals. This geographical imbalance limits access to timely dental care and preventive services for rural populations, exacerbating oral health disparities.

##### Affordability and Financial Accessibility

Despite economic improvements, affordability remains a critical challenge for many Vietnamese individuals seeking dental care. The cost of dental treatments, especially advanced procedures and cosmetic dentistry can be prohibitive for a significant portion of the population. This financial barrier deters patients from accessing timely care, leading to delays in treatment and potential exacerbation of oral health issues. Addressing affordability concerns is crucial to ensuring equitable access to comprehensive dental services across socioeconomic groups.

##### Shortage of Skilled Dental Professionals

The shortage of skilled dental professionals poses a significant challenge to the growth and sustainability of Vietnam's dental services market. While efforts are made to train new graduates, there remains a gap between the demand for dental services and the availability of qualified practitioners, particularly in specialized fields such as orthodontics and oral surgery. This shortage limits the capacity of dental clinics to meet patient needs efficiently, resulting in longer wait times and compromised service quality.

#### Key Market Trends

##### Rising Demand for Cosmetic Dentistry

In Vietnam, the surge in demand for cosmetic dentistry reflects a broader societal shift towards valuing personal appearance and aesthetics. As economic prosperity grows, so does the desire among Vietnamese individuals to improve their smiles and facial aesthetics. Procedures like teeth whitening, veneers, and orthodontic treatments have become increasingly popular as they offer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

tangible enhancements that contribute to a person's self-confidence and social standing.

The embrace of cosmetic dentistry is not merely about vanity but also about cultural norms that emphasize the importance of a pleasing appearance. In Vietnamese society, a healthy and attractive smile is often seen as a reflection of one's overall well-being and success. As a result, specialized cosmetic dental services have expanded to meet this demand, with clinics offering a range of innovative treatments tailored to enhance dental aesthetics. The accessibility of these treatments has improved as technology advances and dental professionals receive specialized training. This combination of factors has made cosmetic dentistry more appealing and accessible to a broader consumer base in Vietnam. Consequently, the market for cosmetic dental services continues to grow robustly, driven by the aspirations of individuals to achieve not only dental health but also a smile that reflects their personal and cultural ideals of beauty and success.

#### Increasing Dental Tourism

Vietnam has positioned itself prominently on the global map as a favored destination for dental tourism, primarily due to its dual appeal of affordability and exceptional quality in dental services. This Southeast Asian nation attracts a steady stream of foreign patients, hailing not only from neighboring countries but also from Western nations seeking cost-effective yet high-standard dental treatments. Over the past decade, Vietnam has elevated its dental care services to meet world-class standards, drawing patients from countries such as Australia, New Zealand, and the United States. Currently, more than 100,000 medical tourists from these regions travel to Vietnam annually for advanced dental treatments, generating over USD 150 million in revenue for the country's dental industry. This growth highlights the country's rising prominence as a destination for dental tourism.

The allure of Vietnam lies in its ability to offer dental care that meets international standards at a fraction of the cost compared to many developed countries. This affordability factor is especially appealing to patients from Western nations where dental care costs can be prohibitively high. Vietnam's reputation for skilled dental professionals trained in cutting-edge techniques and equipped with modern facilities further bolsters its attractiveness as a dental tourism hub. The influx of international patients significantly contributes to the revenue of Vietnam's dental services sector. This revenue influx, in turn, fuels the growth and diversification of the dental tourism infrastructure across the country. Dental clinics and hospitals in popular tourist destinations such as Ho Chi Minh City, Hanoi, and Da Nang have adapted to cater specifically to international patients, offering services in multiple languages, comfortable accommodation options, and seamless treatment experiences.

#### Segmental Insights

##### Service Type Insights

Based on the Service Type, Cosmetic Dentistry stands out as a dominant and rapidly growing segment, reflecting changing consumer preferences and cultural attitudes towards dental aesthetics. Cosmetic Dentistry encompasses a range of procedures aimed at enhancing the appearance of teeth, gums, and overall smile aesthetics. This includes treatments such as teeth whitening, dental veneers, crowns, orthodontics, and gum contouring. One of the primary drivers of the prominence of Cosmetic Dentistry in Vietnam is the societal emphasis on personal appearance and facial aesthetics. In Vietnamese culture, a healthy and attractive smile is often considered a sign of well-being, success, and youthfulness. As disposable incomes rise and lifestyles evolve, there is a growing inclination among individuals to invest in enhancing their smiles through cosmetic dental procedures. The affordability of cosmetic dental treatments relative to Western countries also contributes to its popularity in Vietnam. Many procedures that are considered costly elsewhere are more accessible and competitively priced in Vietnam, making them appealing to both local residents and international patients seeking quality care at lower costs.

##### End User Insights

Based on end user, Dental Clinics emerged as the dominating segment in the Vietnam Dental Services market in 2024. This dominance is driven by several factors that cater specifically to the needs and preferences of patients seeking dental services in Vietnam. Dental Clinics in Vietnam are typically specialized facilities dedicated exclusively to dental care, offering a wide range of services from preventive care to advanced treatments. These clinics are often equipped with state-of-the-art dental technology and staffed by skilled dental professionals who specialize in various fields such as general dentistry, orthodontics, endodontics, periodontics, and cosmetic dentistry. The specialization allows dental clinics to provide focused expertise and personalized care tailored to individual patient needs. Dental clinics are widely distributed across urban and suburban areas in Vietnam, making dental care more accessible and convenient for the population. Patients prefer clinics located closer to their homes or workplaces, facilitating easier access to routine check-ups, emergency dental care, and scheduled appointments. This geographical

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

accessibility contributes to higher patient satisfaction and loyalty to dental clinics.

#### Regional Insights

Based on Region, Southern Vietnam emerged as the dominant region in the Vietnam Dental Services market in 2024. Southern Vietnam, particularly Ho Chi Minh City, is home to a significant concentration of high-quality dental clinics that adhere to international standards. These clinics are equipped with cutting-edge technology and offer a broad array of specialized treatments, attracting both local and international patients. Ho Chi Minh City has experienced strong economic growth, with an average annual growth rate of 8.3% in 2019. The service sector is the largest contributor to the city's GDP, accounting for 57.8%, followed by industrial production and construction. The city is home to nearly 150,000 enterprises, ranging from startups and SMEs to large multinational corporations, employing approximately 2.5 million people. The region also boasts a large pool of highly skilled dental professionals, many of whom have received education and certifications from globally recognized institutions. This expertise ensures high-quality care, which plays a crucial role in the region's dominance in the market. Southern Vietnam stands out for its advanced infrastructure, including modern transportation networks, international airports, and diverse accommodation options, making it easy for both local and international patients to access dental services.

The city's strategic location and proximity to key international markets, including those in Southeast Asia, Australia, and the United States, make it an ideal destination for dental tourism. Ho Chi Minh City's connectivity to the global market further enhances its status as a leading regional hub for dental services. The region's economic growth has also led to increased investments in healthcare, particularly in the dental sector, driving continuous improvements in dental facilities and services, reinforcing its competitive advantage. These factors, along with strong government support for dental tourism and healthcare, solidify southern Vietnam's position as the dominant force in the country's dental services market.

#### Key Market Players

- Kim Dental Company Limited
- Sai Gon Dental Maxillofacial Specialist Hospital Corporation
- DKSH Vietnam Co., Ltd.
- Starlight Dental Clinic
- Worldwide Dental & Cosmetic Surgery Hospital
- I-Dent Dental Implant Center
- IDC Dental Company
- Far East Dental
- Picasso Dental Clinic
- Westcoast International Dental Clinic

#### Report Scope:

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

##### □□ Vietnam Dental Services Market, By Service Type:

- o Prosthodontics {Porcelain Veneers, Crowns, Fixing Bridges, Others}
- o Endodontics {Treatment of Dental Pulp, Root Canal Treatment}
- o Cosmetic Dentistry {Cosmetic Teeth Whitening, Cosmetic Teeth Shaping & Teeth Bonding, Carbon Post, Others}
- o Periodontics {Gum Graft Surgery, Laser Treatment, Others}
- o Others

##### □□ Vietnam Dental Services Market, By End User:

- o Hospitals
- o Dental Clinics

##### □ Vietnam Dental Services Market, By Patient Type:

- o Inbound
- o Outbound

##### □□ Vietnam Dental Services Market, By Region:

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- o Southern Vietnam
- o Northern Vietnam
- o Central Vietnam

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Dental Services Market.

Available Customizations:

Vietnam Dental Services Market report 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).

#### **Table of Contents:**

1. Service Overview
  - 1.1. Market Definition
  - 1.2. Scope of the Market
    - 1.2.1. Markets Covered
    - 1.2.2. Years Considered for Study
    - 1.2.3. Key Market Segmentations
2. Research Methodology
  - 2.1. Objective of the Study
  - 2.2. Baseline Methodology
  - 2.3. Key Industry Partners
  - 2.4. Major Association and Secondary Sources
  - 2.5. Forecasting Methodology
  - 2.6. Data Triangulation & Validation
  - 2.7. Assumptions and Limitations
3. Executive Summary
  - 3.1. Overview of the Market
  - 3.2. Overview of Key Market Segmentations
  - 3.3. Overview of Key Market Players
  - 3.4. Overview of Key Regions/Countries
  - 3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. Vietnam Dental Services Market Outlook
  - 5.1. Market Size & Forecast
    - 5.1.1. By Value & Volume
  - 5.2. Market Share & Forecast
    - 5.2.1. By Service Type (Prosthodontics {Porcelain Veneers, Crowns, Fixing Bridges, Others}, Endodontics {Treatment of Dental Pulp, Root Canal Treatment}, Cosmetic Dentistry {Cosmetic Teeth Whitening, Cosmetic Teeth Shaping & Teeth Bonding, Carbon Post, Others}, Periodontics {Gum Graft Surgery, Laser Treatment, Others}, Others)
    - 5.2.2. By End User (Hospitals and Dental Clinics)
    - 5.2.3. By Patient Type (Inbound and Outbound)
    - 5.2.4. By Region
    - 5.2.5. By Company (2024)
  - 5.3. Market Map
6. Northern Vietnam Dental Services Market Outlook
  - 6.1. Market Size & Forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Service Type
  - 6.2.2. By End User
  - 6.2.3. By Patient Type
- 7. Central Vietnam Dental Services Market Outlook
  - 7.1. Market Size & Forecast
    - 7.1.1. By Value
  - 7.2. Market Share & Forecast
    - 7.2.1. By Service Type
    - 7.2.2. By End User
    - 7.2.3. By Patient Type
- 8. Southern Vietnam Dental Services Market Outlook
  - 8.1. Market Size & Forecast
    - 8.1.1. By Value
  - 8.2. Market Share & Forecast
    - 8.2.1. By Service Type
    - 8.2.2. By End User
    - 8.2.3. By Patient Type
- 9. Market Dynamics
  - 9.1. Drivers
  - 9.2. Challenges
- 10. Market Trends & Developments
  - 10.1. Merger & Acquisition (If Any)
  - 10.2. Product Launches (If Any)
  - 10.3. Recent Developments
- 11. Policy & Regulatory Landscape
- 12. Vietnam Economic Profile
- 13. Vietnam Dental Services Market: SWOT Analysis
- 14. Porter's Five Forces Analysis
  - 14.1. Competition in the Industry
  - 14.2. Potential of New Entrants
  - 14.3. Power of Suppliers
  - 14.4. Power of Customers
  - 14.5. Threat of Substitute Products
- 15. Competitive Landscape
  - 15.1. Kim Dental Company Limited
    - 15.1.1. Business Overview
    - 15.1.2. Company Snapshot
    - 15.1.3. Products & Services
    - 15.1.4. Financials (As Reported)
    - 15.1.5. Recent Developments
    - 15.1.6. Key Personnel Details
    - 15.1.7. SWOT Analysis
  - 15.2. Sai Gon Dental Maxillofacial Specialist Hospital Corporation
  - 15.3. DKSH Vietnam Co., Ltd.
  - 15.4. Starlight Dental Clinic

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 15.5. Worldwide Dental & Cosmetic Surgery Hospital
- 15.6. I-Dent Dental Implant Center
- 15.7. IDC Dental Company
- 15.8. Far East Dental
- 15.9. Picasso Dental Clinic
- 15.10. Westcoast International Dental Clinic
16. Strategic Recommendations
17. About Us & Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Vietnam Dental Services Market By Service Type (Prosthodontics {Porcelain Veneers, Crowns, Fixing Bridges, Others}, Endodontics {Treatment of Dental Pulp, Root Canal Treatment}, Cosmetic Dentistry {Cosmetic Teeth Whitening, Cosmetic Teeth Shaping & Teeth Bonding, Carbon Post, Others}, Periodontics {Gum Graft Surgery, Laser Treatment, Others}, Others), By End User (Hospitals and Dental Clinics), By Patient Type (Inbound and Outbound), By Region, Competition, Forecast and Opportunities, 2020-2030F**

Market Report | 2025-01-31 | 82 pages | TechSci Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email\*

Phone\*

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-16"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com