

United Kingdom Dental Insurance Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 108 pages | EMR Inc.

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Report description:

The United Kingdom dental insurance market size reached approximately USD 3.88 Billion in 2024. The market is projected to grow at a CAGR of 5.30% between 2025 and 2034, reaching a value of around USD 6.50 Billion by 2034.

Key Takeaways

Dental insurance is a precautionary measure for many Britishers to deal with rising costs of dental care in the country. It covers medical expenses surrounding tooth check-ups, X-rays, and other dental health care costs along with treatments like root canals and crowns. The insurance relieves people from the stress and pressure associated with bill payments after getting done with dental treatments, however, it does not cover the cost of cosmetic dental treatments or procedures.

Rising incidences of oral health problems are expected to be a key factor aiding the United Kingdom dental insurance market growth. Oral health problems, such as visible plaque (66%) and toothache (66 million) are major contributors to the expansion of the market. This is because dental insurance compensates for the healthcare costs incurred during an emergency or accident, and depending upon the policy, can even be utilised overseas.

Key Trends and Developments

Digital innovations, emphasis on preventive care, customisable plans, and integration into corporate wellness to support improved health and employee retention are the key trends impacting the United Kingdom dental insurance market positively

Jul 14th 2023

Unum Dental acquires UK dental business from Cigna, securing renewal rights for an undisclosed amount, aligning with Cigna's focus on global healthcare services.

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Oct 30th 2023

NHS Ombudsman reports a 66% increase in complaints about NHS dental services in England, rising from 1,193 in 2017-18 to 1,982 in 2022-23. [_x000D_](#)

Feb 3rd 2023

Corus expands into the UK by partnering with Byrnes Dental Laboratory, enhancing its presence in Europe's high-end digital prosthesis and orthodontics market. [_x000D_](#)

Nov 28th 2022

The government introduces measures to enhance dental care access, offering NHS dentists fairer payments for complex treatments, encouraging care for high-needs patients.

Digital innovations

Embracing digital technologies to enhance customer experience through online platforms, mobile apps, and streamlined claims processing

Rising emphasis on preventive care

Insurers promoting preventive dental care, offering incentives for regular check-ups and cleanings to reduce long-term costs and improve oral health outcomes

Increasing focus on customer centric plans

Growing trend towards offering more flexible and customisable dental insurance plans, allowing policyholders to tailor coverage to their specific needs

Corporate wellness programs

Companies are integrating dental insurance into corporate wellness programmes, recognising the link between oral health and overall employee productivity and wellbeing

United Kingdom Dental Insurance Market Trends

The United Kingdom dental insurance market is expected to experience a steady growth during the forecast period owing to the rising cases of mouth cancer and increased focus on preventive care. The United Kingdom reports 8,700+ cases of mouth cancer annually. This is because of the widespread habit of smoking and irregular teeth brushing. Moreover, in the UK, 2/5 adults do not visit the dentist regularly, which affects their dental health. Such cases underscore the importance of dental insurance as both a preventive and a financial tool, driving market growth as more individuals and employers recognise the value of dental coverage.

Besides, around 5.8 million people in the UK drink fluoridated water, which is very low in comparison to other developed countries. Fluoride is a mineral known for its benefits in preventing tooth decay and strengthening tooth enamel. In many countries, like Australia, the United States, Spain, and Canada, public water supplies are fluoridated to a recommended level to reduce the prevalence of cavities and oral health issues among the population.

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In addition, owing to the bad oral health condition of the general population, the UK has a high tooth extraction rate, currently at 74%, which demands invasive treatment. Rising concerns surrounding low fluoride consumption and tooth extraction rates in the UK (currently at 74%) are expected to drive the United Kingdom dental health insurance market development.

Market Segmentation

"United Kingdom Dental Insurance Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Coverage:

- Dental Health Maintenance Organization (DHMO)
- Dental Preferred Provider Organization (DPPO)
- Dental Indemnity Plans (DIP)
- Dental Exclusive Provider Organizations (DEPO)
- Dental Point of Service (DPS)
- Others

Market Breakup by Age Group:

- Senior Citizens
- Adults
- Minors

Breakup by End User:

- Individuals
- Corporates

Market Dynamics:

- SWOT Analysis
- Porter's Five Forces Analysis
- Key Indicators for Demand
- Key Indicators for Price

Based on age group, adults dominate the market due to increased prevalence of tooth decay among them, poor oral health due to lifestyle changes, and their exclusion from the purview of NHS for availing free dental services (except certain groups)

Adults are expected to lead the market for dental insurance in the UK. This is because of increased cases of tooth decay among them (31%), caused by improper dental hygiene practices, including poor flossing and cleaning habits. The prevalence of high number of smokers (6.9 million) is also impacting the number of gum related problems and teeth loss among people, which is significantly higher than those among the non-smoking population. Adults, except for poor households and pregnant/lactating mothers, are excluded from the purview of NHS for availing free dental care. This has resulted in increased concerns surrounding the costs of oral health care among them, which contributes to the growth of the United Kingdom dental insurance market.

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The old age group is more inclined to take dental insurance due to increased dental health issues that arise with age, such as the need for dentures, crowns, and treatments for gum disease. Meanwhile, children and teenagers are less likely to have dental insurance opted specifically for them by their parents, partly because the NHS provides free dental care to those under 18 (or under 19 if in full-time education) in the UK, and lower incidences of oral health conditions among children when compared to adults and the geriatric population.

Corporates are expected to account for the majority of the United Kingdom dental insurance market share

Many corporates in the UK offer dental insurance to individuals as part of their employee benefits package. They also do so because of evolving policies of companies related to employee retention and management. With increasing incidences of oral diseases and the rising costs of dental health care, health insurance policies provided by corporates are expected to play a crucial role in ensuring overall well-being of people, enabling them to afford medical services.

Dental insurance is also expected to gain popularity among individuals who want to safeguard themselves against emergencies/unforeseen accidents, which can lead to tooth loss and gum problems. This preventive approach is expected to favour the United Kingdom dental insurance market expansion in the coming years.

While individuals can and do purchase dental insurance, the cost for an individual policy can be higher on a per-person basis. Additionally, individuals must actively seek out and opt into these plans, whereas corporate plans are often automatically provided as part of employment.

Competitive Landscape

The market players are adopting digital technologies and are making efforts to provide dedicated platforms and mobile applications to facilitate seamless submissions and faster processing of claims online, thereby improving customer experience

Other key players in the United Kingdom dental insurance market are Bupa Insurance Services Limited, Unum Limited, UK Health Centre, The Boots Company PLC, and Vitality Health Limited, among others.

Dental insurance companies in the UK are expanding their business through a variety of strategies aimed at addressing the diverse needs of the population, leveraging technological advancements, and navigating the regulatory landscape. This will support the United Kingdom dental insurance market expansion over the years.

Companies are increasingly offering a wide range of dental insurance products tailored to different segments of the market, including individual plans, family plans, and corporate packages. Moreover, many dental insurance providers are embracing digital technologies to improve customer experience and operational efficiency. This includes the development of mobile apps for easier policy management, online claims processing for quicker turnaround times, and the use of artificial intelligence for personalised plan recommendations and fraud detection, boosting the United Kingdom dental insurance market growth.

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