State of the Cosmetic Dentistry Industry

2019 Survey Report

American Academy of Cosmetic Dentistry®

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About This Study

This single-mode survey (email driving to an online instrument) of dental practices was conducted by the American Academy of Cosmetic Dentistry (AACD) and Acuitim Marketing Research and Consultancy to better understand the dynamics of the cosmetic dentistry market and determine the size and impact—in terms of procedures and revenues—and the patient makeup of this market.

Previous benchmarking surveys were conducted in 2004, 2007, 2011, 2013, 2015, and 2017 by Levin Group, Inc., Readex Research, Acuitim Market Research, and AACD respectively. Data for the 2019 study was collected between January 13 and January 27, 2020. A total of 878 responses were tabulated, with fewer respondents completing the latter portion of the survey. *The net number of respondents is noted on each exhibit.*

The invitation to participate was primarily offered via email to the AACD membership at large, but also distributed to non-AACD member dental professionals via social media and dental media partners to provide an outside-in view of non-member dental practices that derive income from cosmetic procedures.

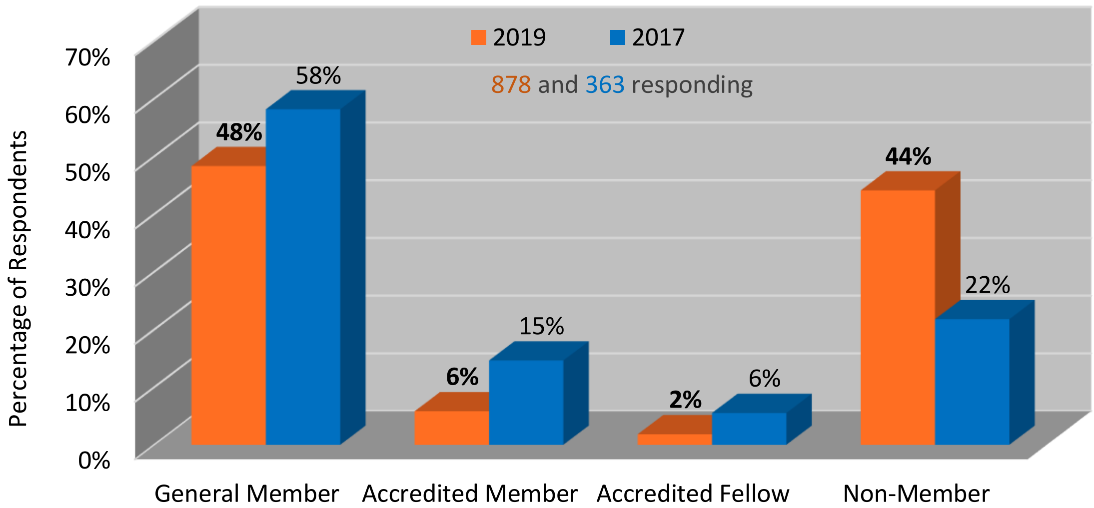
Cooperation with this survey was much higher than previous years, but the increase in number of surveys is not balanced by member type. Compared to 2017:

- General member surveys increased from 211 to 424.
- Non-member surveys increased from 79 to 387.
- Accredited member surveys decreased from 73 to 67. The lack of increase among Accredited members is likely because all accredited members received invitations in previous years, so there was no increase in distribution.

Respondent Demographics

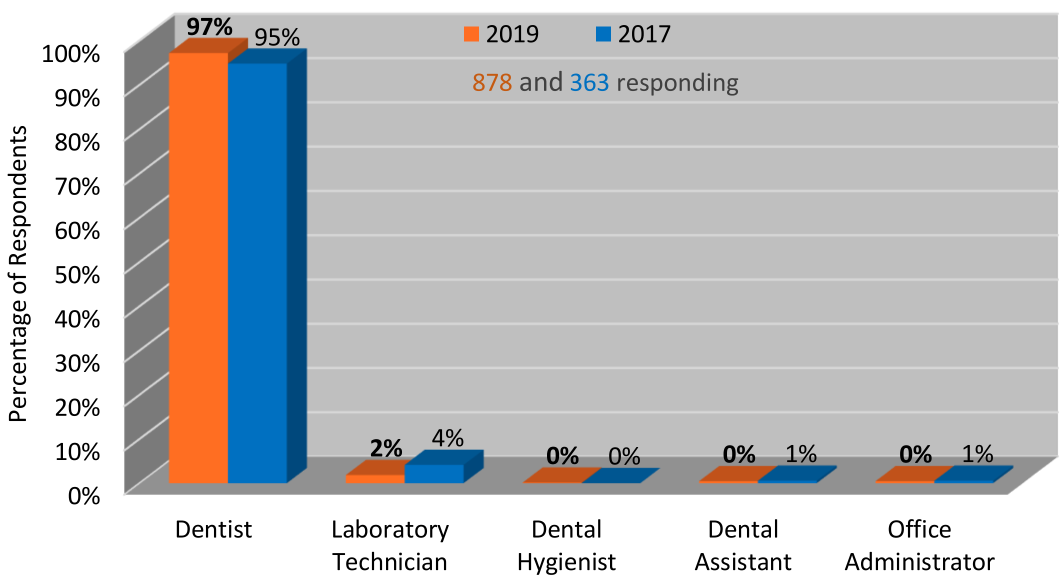
AACD Member vs. Non-Member

Nearly half of respondents (44%) were non-members which compares to 22% in 2017.



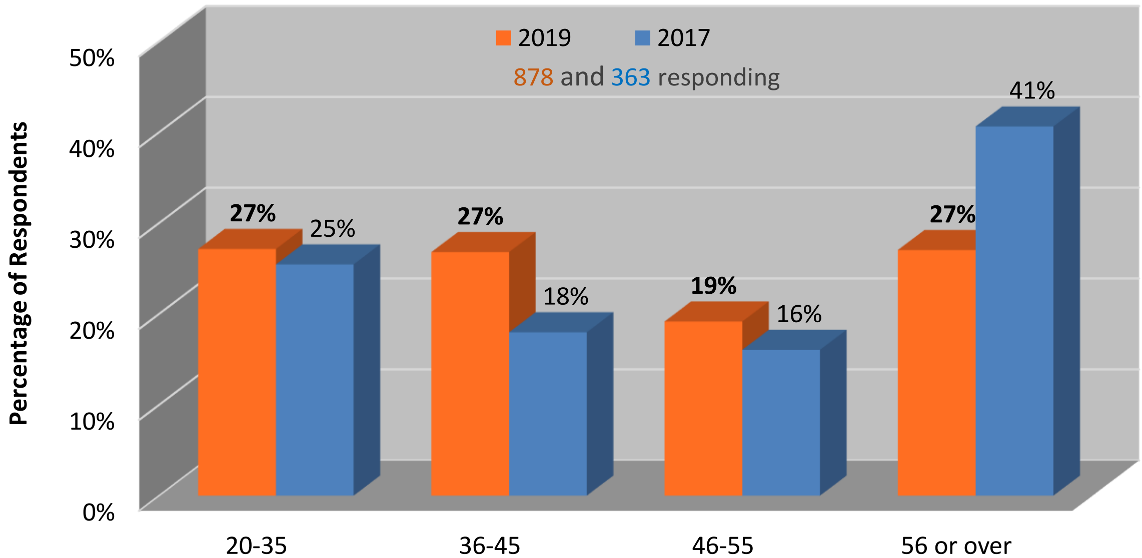
Dentists Dominated

Almost all respondents were dentists (97%), with lab technicians (2%) comprising most of the rest of the sample.



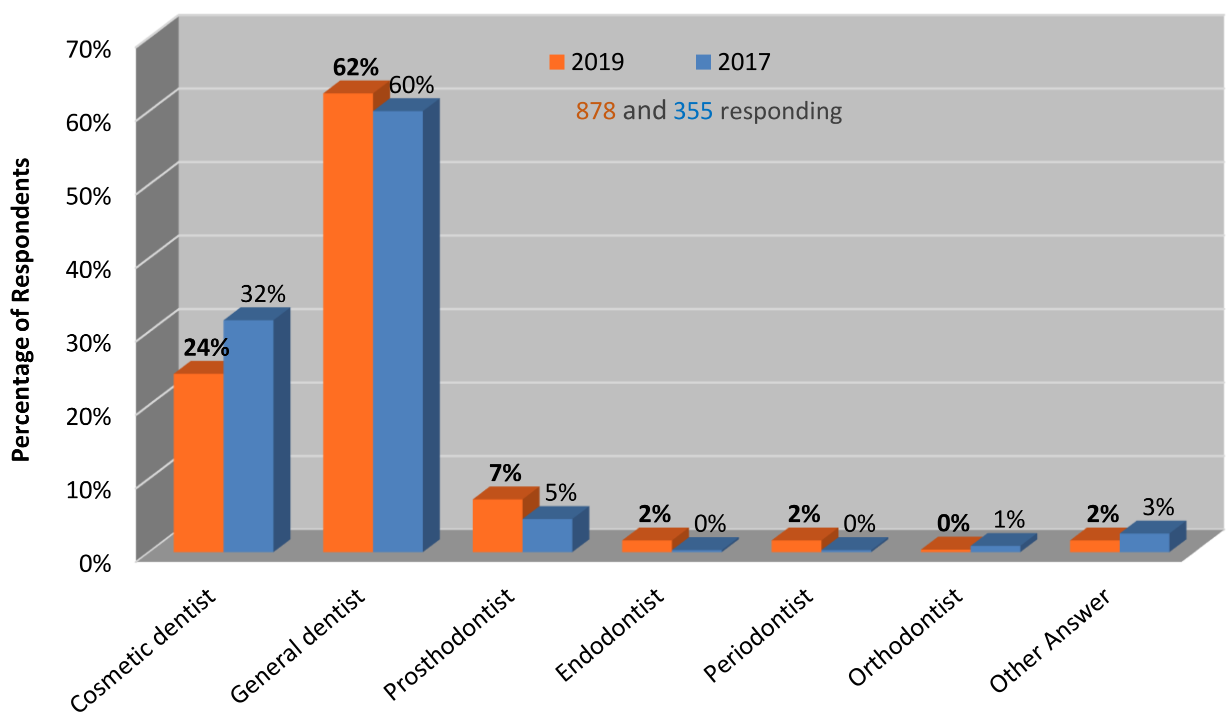
A Question of Age

There are fewer respondents over age 55 (27%) compared to 2017 (41%).



Community of Practice

Most respondents (86%) identified themselves as either general dentists or cosmetic dentists. Half of accredited members are cosmetic dentists (55%) compared to only 20% of non-members. This is consistent with previous studies and the lower percentage of cosmetic dentists in the total sample is a result of the increased sample response among non-members.

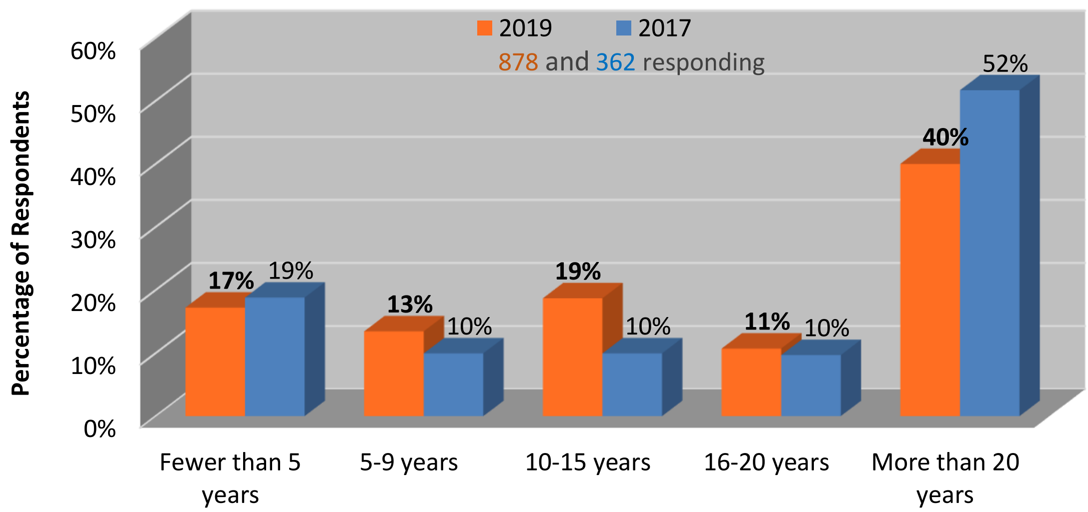


Practice Profile

Staying Power

How many years have you been in practice?

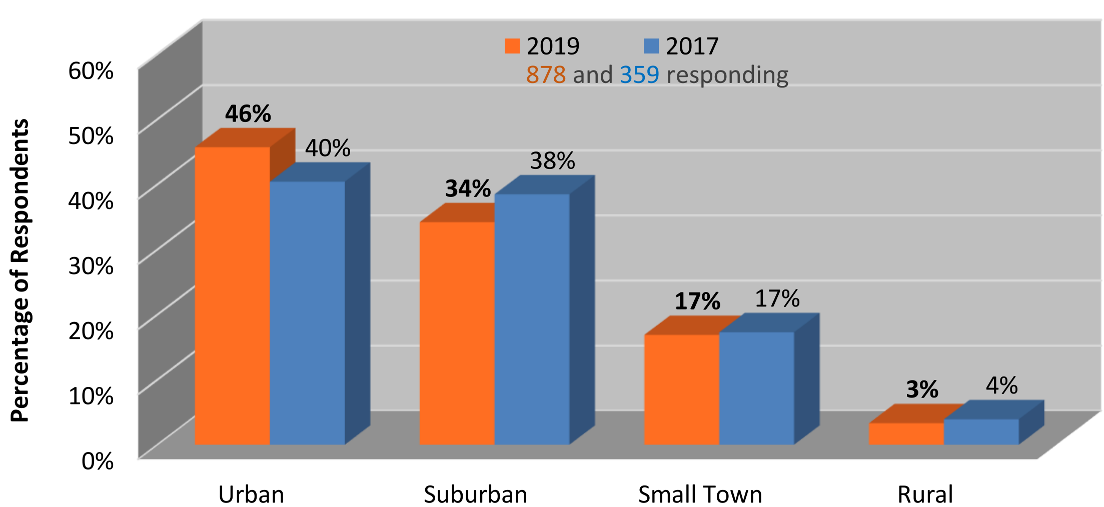
The reduction in practices of 20 or more years is largely related to the increase in sample size among non-members. While the percentage dropped among General members (from 46% to 36%), there was little change for Accredited members and non-members.



Practice Location

In what type of community is your practice located?

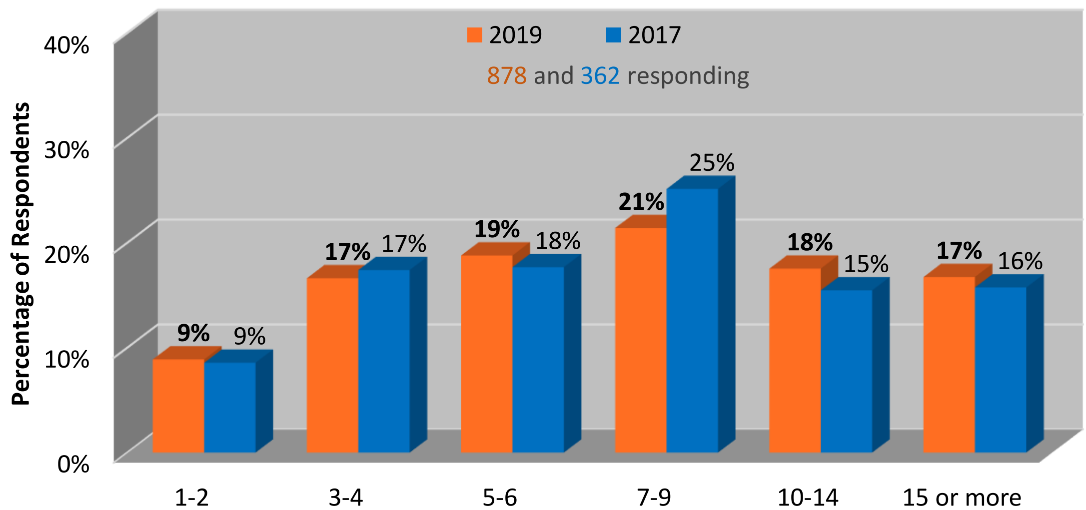
Practices continue to migrate to more urban environments. The percentage of practices in urban locations increased by six percentage points since 2017 and a total of 21 percentage points in the last thirteen years. Between 2017 and 2019, urban settings increased five percentage points among General members (from 37% to 42%), while the percentages of both Accredited members and non-members were unchanged. The increase in the numbers of urban practices also contributed to this shift, as this group had the most urban practices (51%).



Head Count

What is the total number of employees working at your practice?

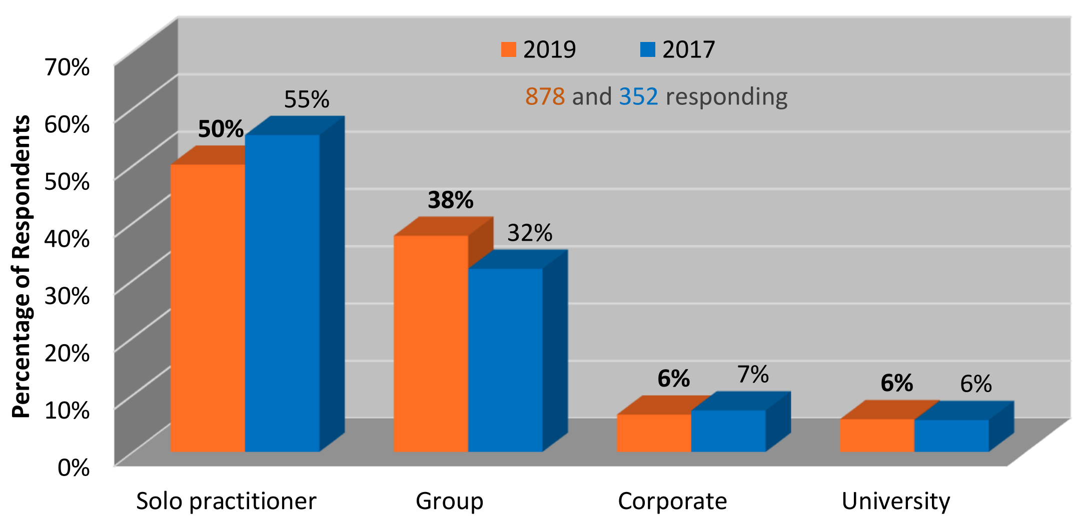
There was a slight increase in larger practices with ten or more employees (35% compared to 31% in 2017) and a corresponding decrease in practices with 7 to 9 employees. This slight increase is consistent in almost every group with the exception of Accredited members and respondents describing themselves as cosmetic dentists.



Going It Alone

What best describes your practice?

There are fewer solo practitioners and more respondents in group practices compared to 2017. This shift is apparent among General members (+7% in groups, -5% solo) and non-members (+5% in groups, -2% solo), while most Accredited members are solo practitioners (63%). The decline in solo practitioners was mostly among those age 36 to 55 (52%, down from 64%) The increase in sample size among non-members also contributed to the overall shift as they have the lowest percentage of solo practitioners (44%) and the highest percentage in group practices (41%).



Scope of Practice

In the past year, which of the following procedures has your practice completed?

Almost all practices complete crown and bridge work. However, only about half offer orthodontics or aligners. Non-members remain the least likely to do aligners, though they are catching up (44%, up from 29% in 2017). More practices perform direct bonding procedures (anterior, 93% and posterior, 87%) compared to 2017. Slight declines in veneers, implants, and inlays/onlays are based on the increase of non-members in the sample. Non-members are less likely to complete these procedures compared to members, but the percentages increased among members.

Procedure	2019	2017
Crown and bridge work	97%	98%
Direct bonding: Anterior	93%	89%
Bleaching or whitening	88%	89%
Direct bonding: Posterior	87%	83%
Removable prosthetics	83%	80%
Veneers	81%	84%
Implants	77%	81%
Inlays or onlays	62%	67%
Other cosmetic dental procedures	56%	64%
Invisilign or other tray aligners	56%	52%
Orthodontics	41%	44%

878 and 361 responding

Specialties

Which of the following procedures/treatments do you complete in your practice?

Almost all respondents perform crowns, bonding, bridges, whitening, veneers, and dentures. Non-members remain less likely than members to do implants (64% to 73%) or recontouring (60% to 74%). However, both of these specialties increased for non-members by about 10 percentage points compared to 2017.

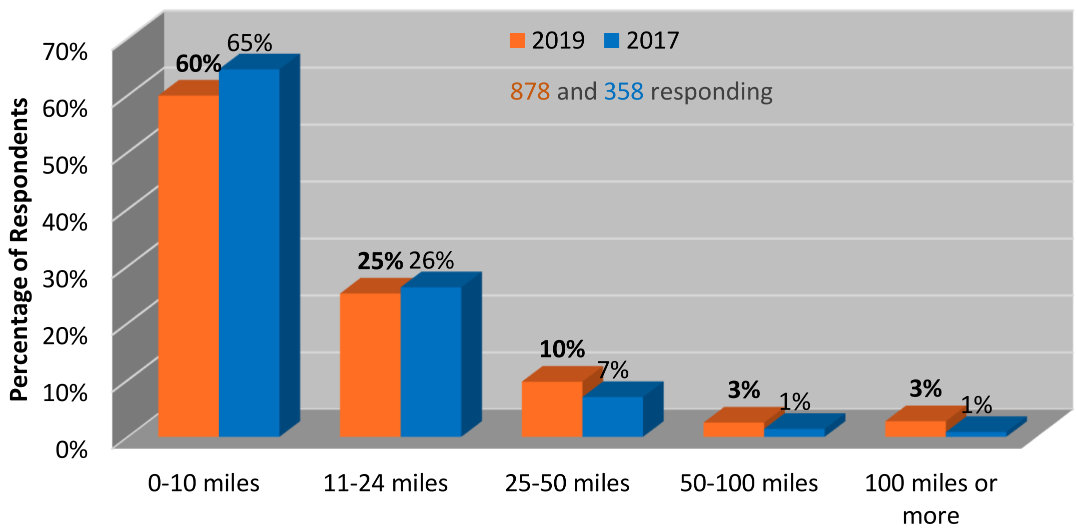
Procedure	2019	2017
Crowns	96%	94%
Bonding	90%	91%
Bridges	90%	93%
Bleaching or whitening	89%	89%
Veneers	87%	92%
Dentures	85%	84%
Implants	69%	75%
Recontouring	68%	74%
Implant-supported dentures	64%	68%
Invisilign or other tray aligners	56%	54%
Short-term ortho	39%	42%
Microabrasion	39%	40%
Periodontal plastic surgery	28%	37%
Long-term ortho	24%	30%

878 and 358 responding

Location or Expertise?

How far, on average, do patients travel to get to your practice?

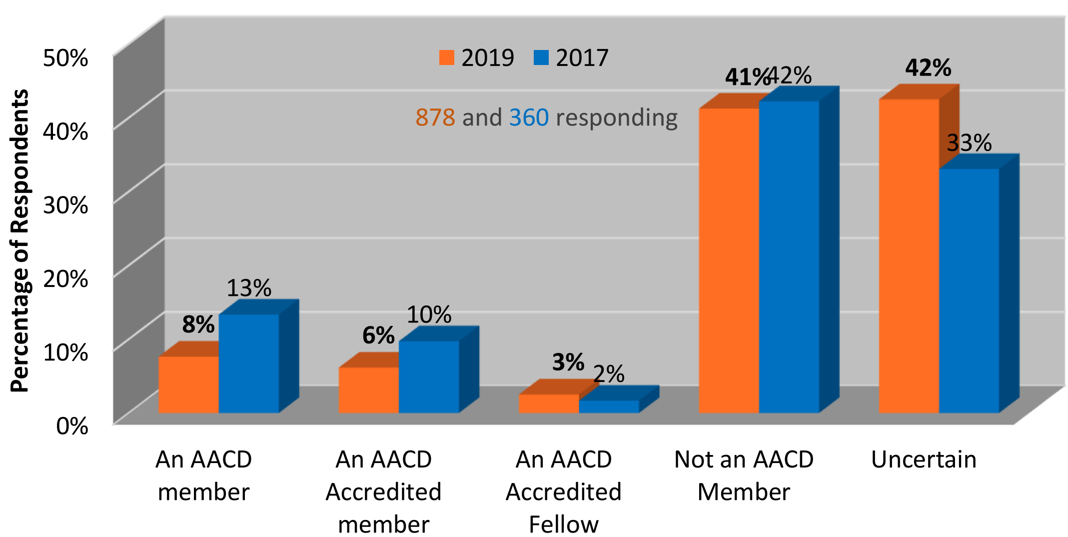
Fewer (60%) respondents say that their patients travel an average of 10 miles or less to get to the practice. This decline is mostly among suburban practices where the percentage of patients who travel 10 miles or less is down from 76% in 2017 to 66% in 2019.



AACD Labs

Is your primary laboratory technician a member?

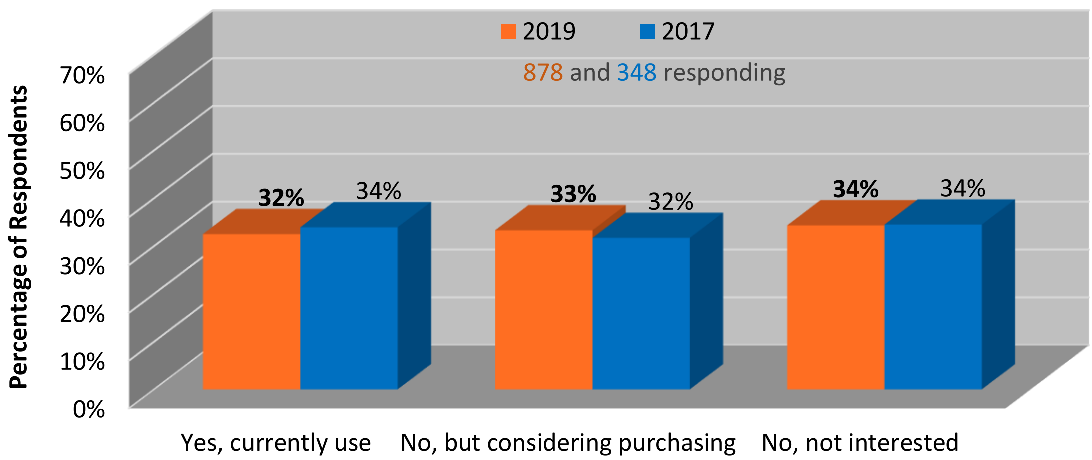
Most Accredited members identify their primary lab technician as an AACD member (67%). Fewer general members (20%) and very few non-members (5%) say their tech is an AACD member with most saying they don't know (51% of non-members and 40% of general members).



In-Office Technology

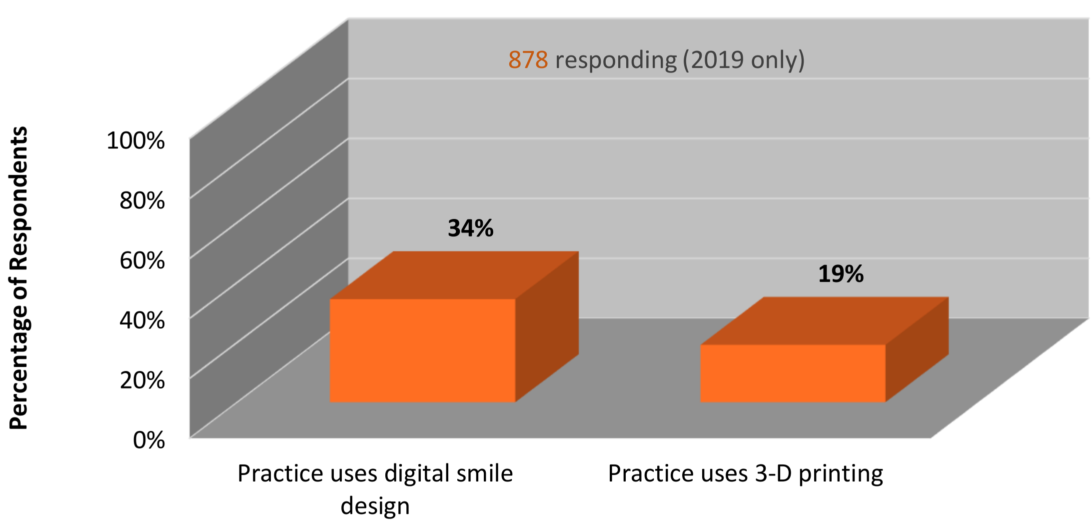
Does your practice use a chairside CAD/CAM system?

Use of a chairside CAD/CAM is similar to usage levels seen in 2017. All membership types increased by one or two points, with members (39%) higher than non-members (25%). Larger practices with 10 or more employees remain the most likely to use a CAD/CAM system (45%), but with no increase compared to 2017 (50%).



Use of Digital Smile Design and 3-D Printing

In questions added in 2019, respondents were asked if their practice uses digital smile design and 3-D printing. One-third (34%) of practices use digital smile design with two in ten (18%) using 3-D printing. Members are twice likely to use digital smile design (38%) as non-members (19%) but non-members are nearly as likely to use 3-D printing (17% compared to 21% for members). Corporate practices are somewhat more likely to use both (37% and 26%, respectively), with 37% of solo practitioners also using digital smile design.

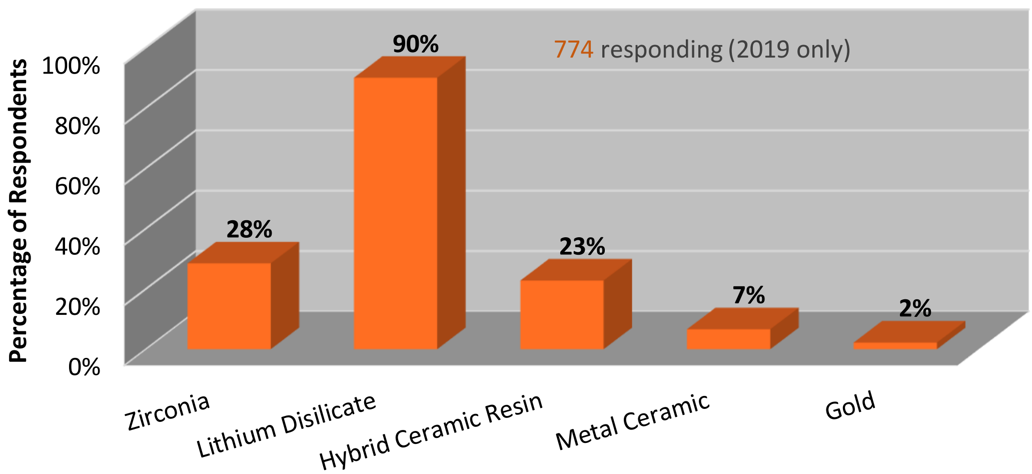


Materials

What Materials Do Dentists Prefer?

*What would you put in **your** mouth for anterior restorations?*

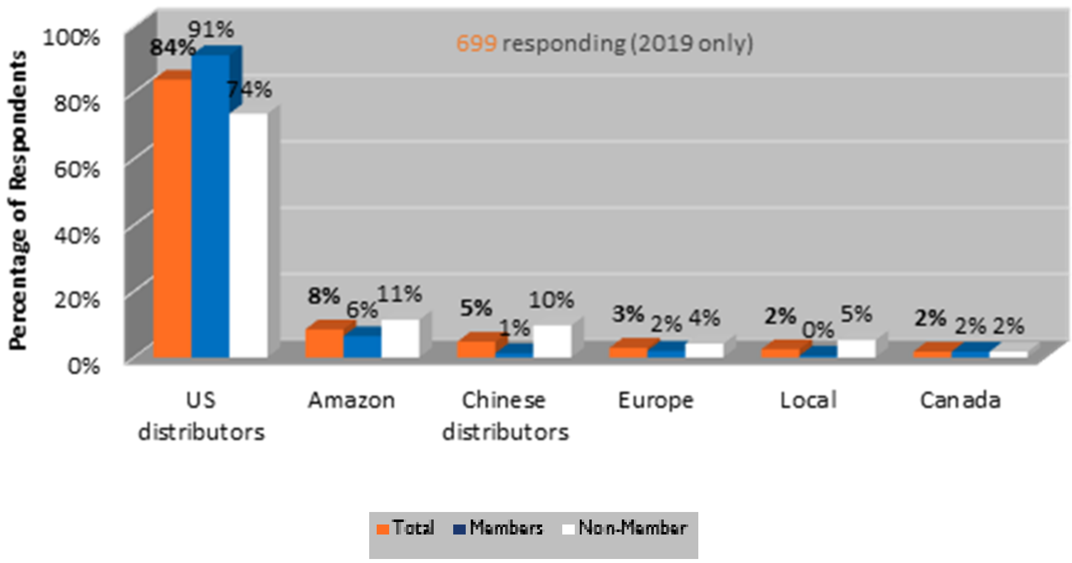
In a question added in 2019, respondents asked what material they would use in their mouth specifically for anterior restorations. Lithium Disilicate is clearly the preferred material (90%), with fewer dentists selecting Zirconia specifically for anterior restorations (28%) and almost none selecting gold (2%). Non-members are much more likely to select Zirconia (37%) compared to AACD members (22%).



Where Dentists Get Materials

In a question added in 2019, respondents asked where they are getting materials. Most dentists use U.S. distributors for materials 84%. Amazon is used by 8%, with some using Chinese distributors (5%) but almost as many using either European (3%) or Canadian (2%) distributors.

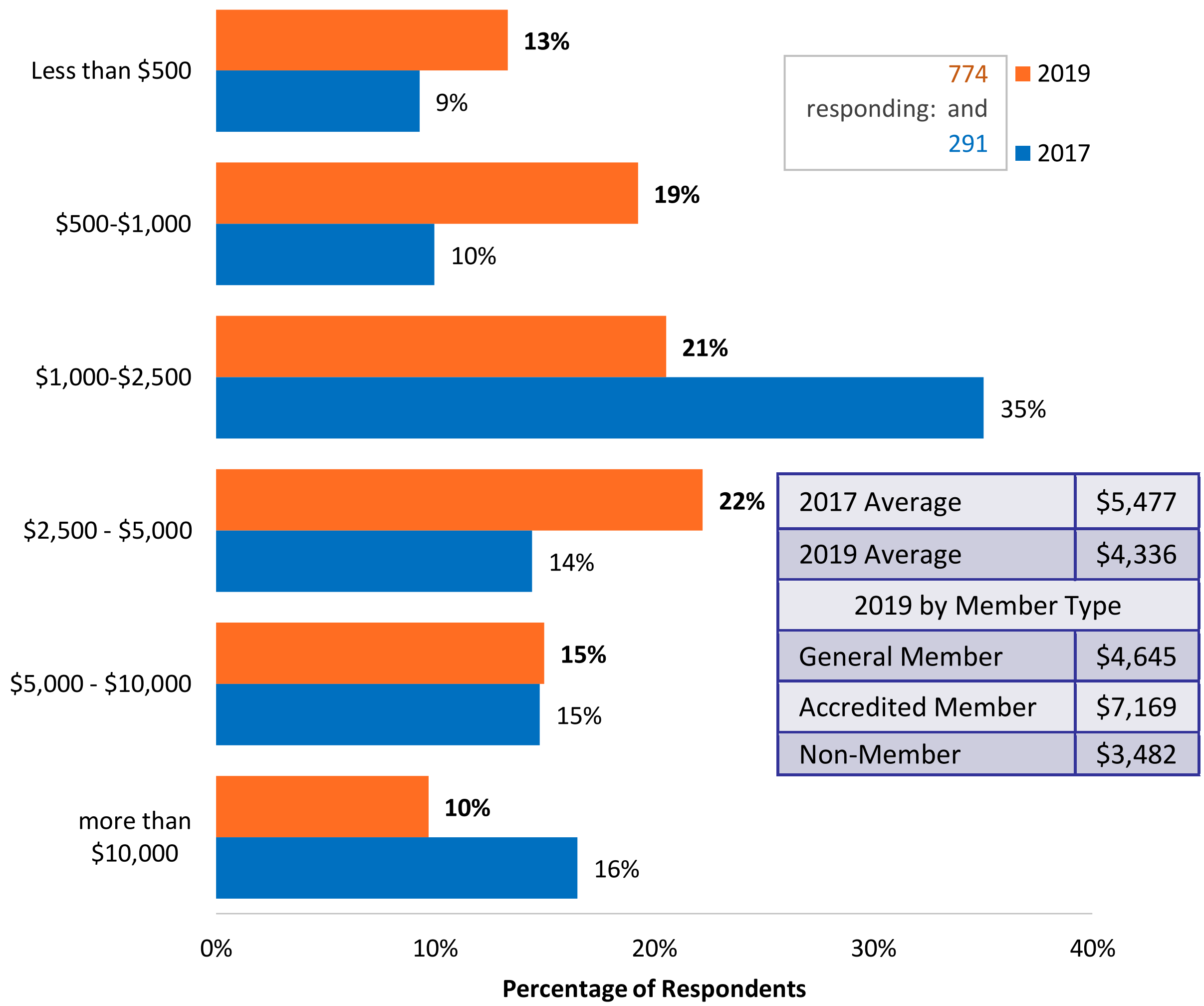
Non-members use Chinese distributors (10%) far more than members (1%).



Dollars and Sense

Big Spenders

In the last year, how much did your average patient spend on cosmetic dentistry services?

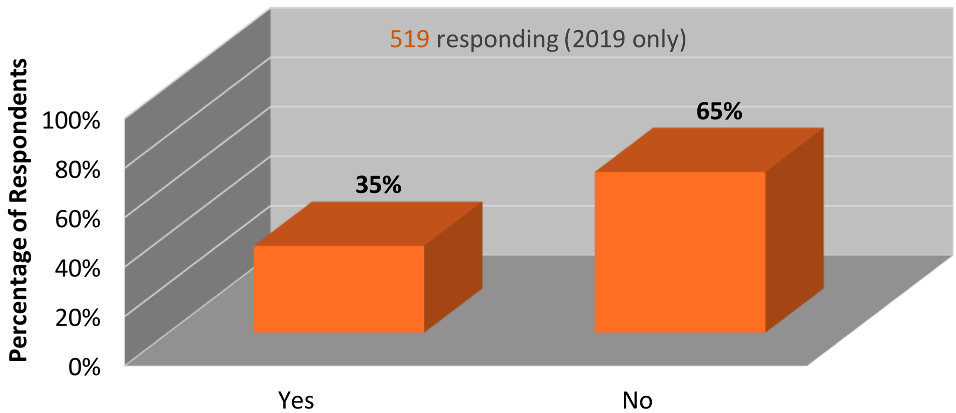


2017 Average	$5,477
2019 Average	$4,336
2019 by Member Type	
General Member	$4,645
Accredited Member	$7,169
Non-Member	$3,482

Marketing

Does your practice employ a dedicated marketing person or an outside firm?

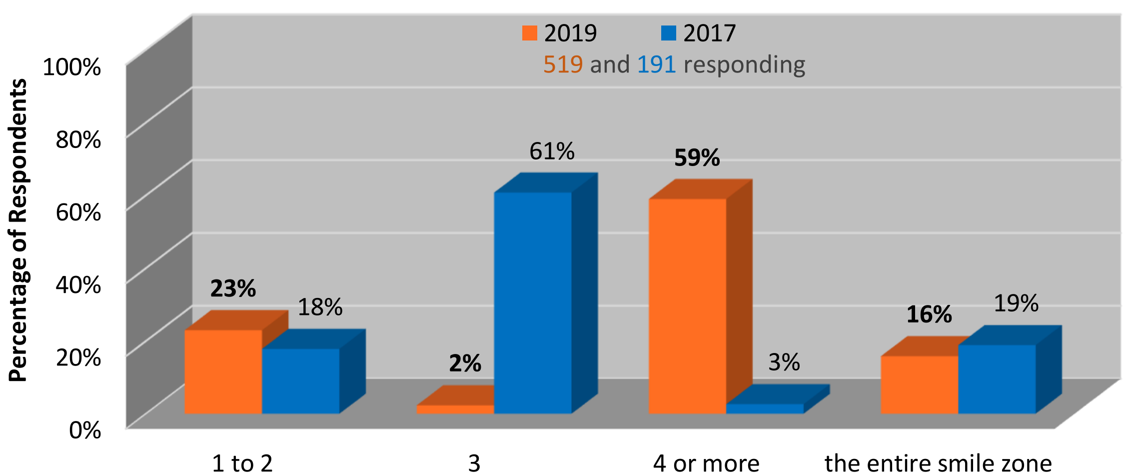
Accredited members (49%) are the most likely, followed by General members (41%). Non-members are less likely to employ a marketing specialist (25%). Practices with dedicated marketing average $1,318,000 in total revenues compared to $893,000 among firms that do not.



Frequency and Revenues for Top Cosmetic Procedures

On average, how many veneers do patients receive at once?

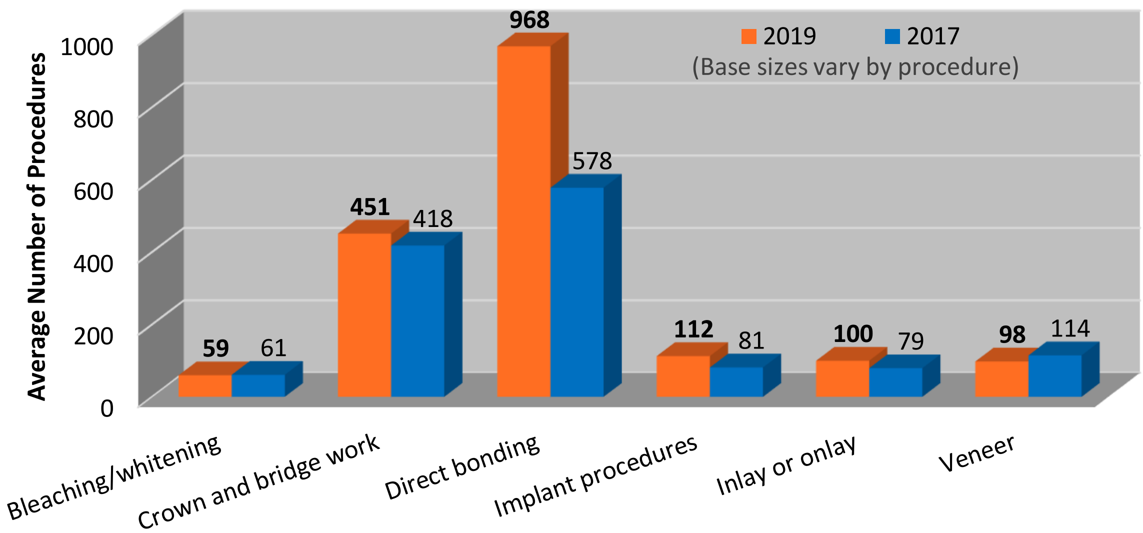
Respondents are asked how many veneers are done at once. In 2017, nearly 80% said they averaged three or fewer veneers at once. In 2019 this has reversed, with almost 75% saying they do either 4+ or the entire smile zone. Accredited members (31%) are the most likely to say they do the entire smile zone. Meanwhile, university practices (46%), dentists under 35 years old (34%) and non-members (31%) often say they do 1 to 2.



What's Popular?

Please report the approximate number of (each of the following) procedures your practice (including all associates) performed in the last year.

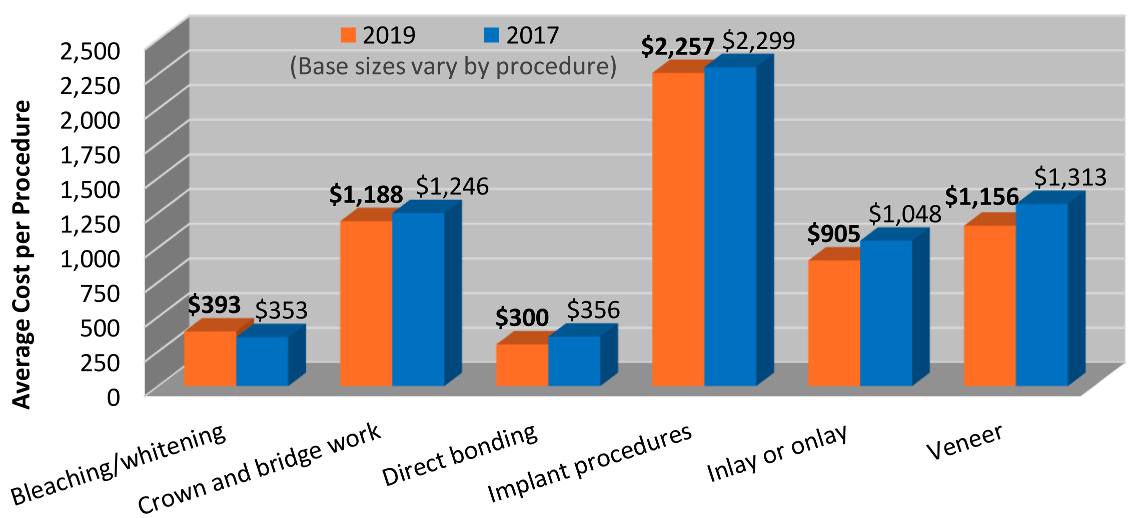
Respondents reported many more direct bonding procedures (average of 968) than in 2017 (578). This is consistent across all member types. There were less dramatic increases in implant procedures, inlays/onlays and crown or bridge work, but fewer veneers were reported. There was little change in bleaching or whitening procedures, suggesting that marketing for OTC/DIY options increased the total market without dramatically shrinking the in-office market.



What's Profitable?

What is the average cost of a (each of the following) procedure in your practice?

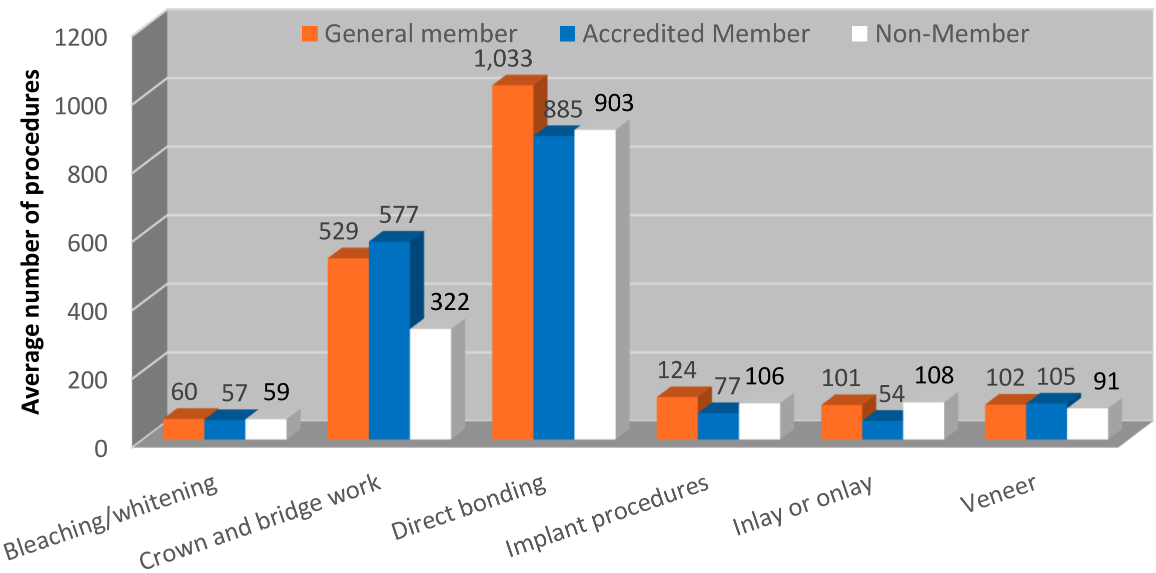
The average cost of most procedures is similar to 2017 in most cases. Non-members average prices are lower than members for all procedures.



Who Patients Choose

What is the average number of procedures by member type?

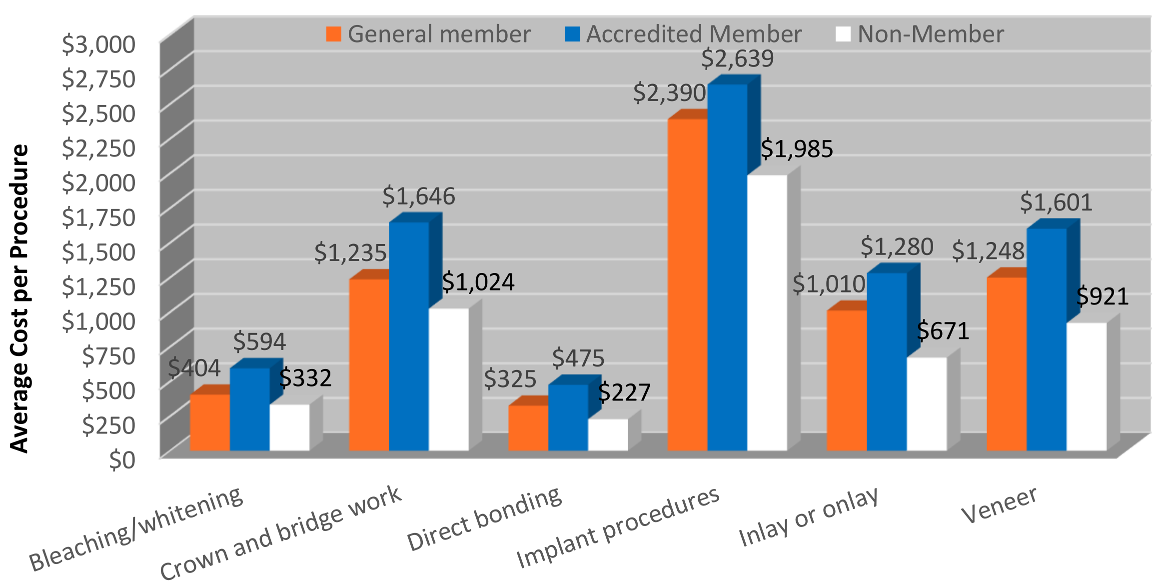
Compared to 2017, Accredited members reported more direct bonding procedures. General members had large increases for most procedures. Non-members also had increases in many procedures, but showed little or no increase in veneers as well as crown and bridge work, two areas where their practices remain behind member practices.



And What They Are Willing to Pay

What is the average cost per procedures by member type?

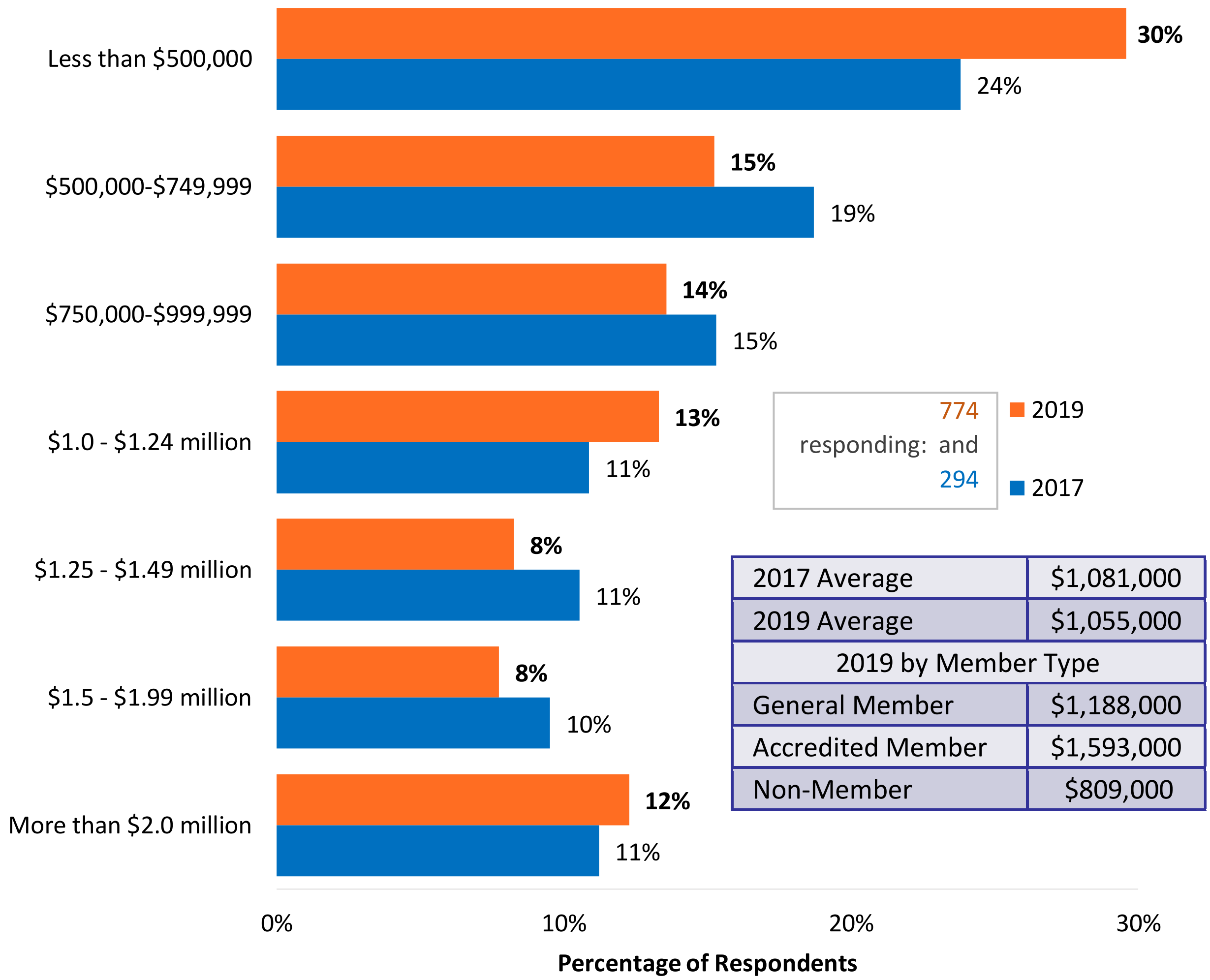
Accredited members report the highest cost per procedure for all procedure types. General members report higher cost per procedure than non-members for all procedure types



Show Me the Money

Please indicate the total revenues for all dentistry procedures (both cosmetic and non-cosmetic) that your practice performed in the previous year?

Compares to 2017, member averages are essentially unchanged, with General members up by $22,000.



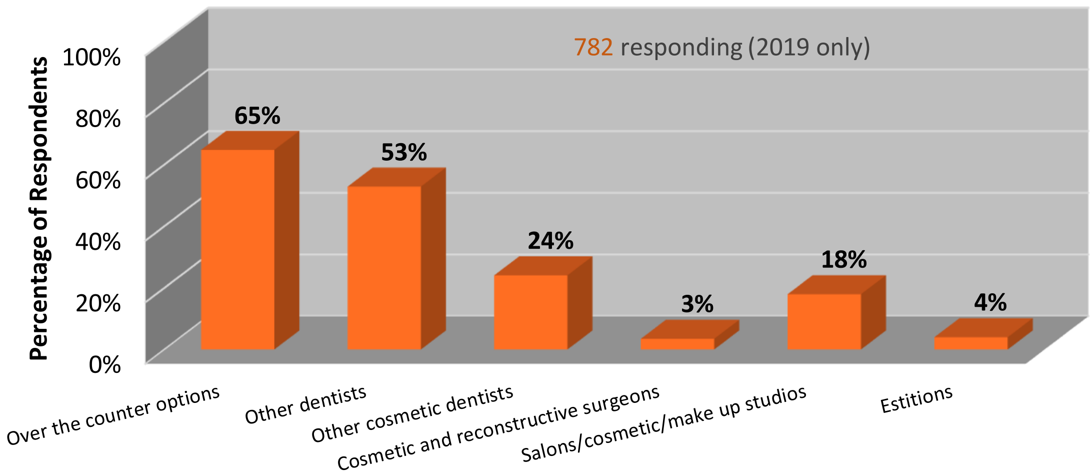
2017 Average	$1,081,000
2019 Average	$1,055,000
2019 by Member Type	
General Member	$1,188,000
Accredited Member	$1,593,000
Non-Member	$809,000

Market Trends

Competition and partners

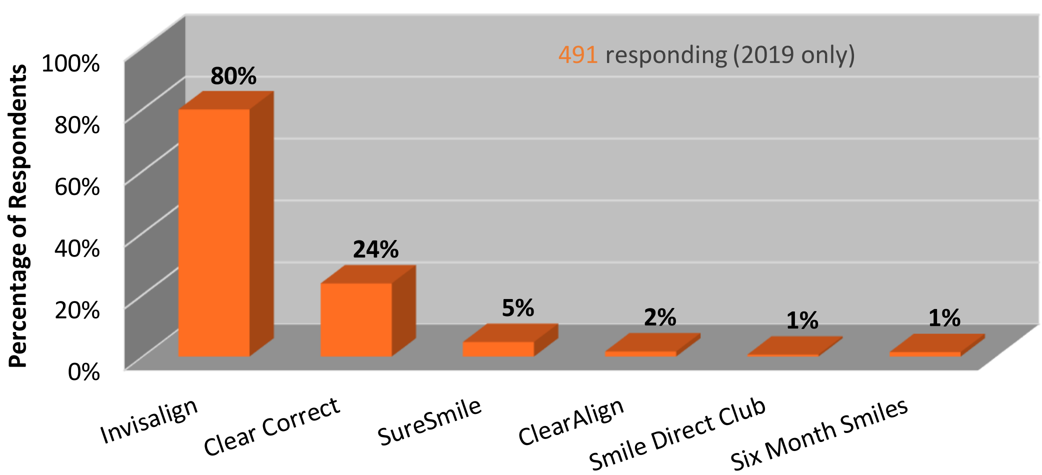
Who is your competition for tooth whitening?

In a question added in 2019, respondents were asked who they consider competition for tooth whitening. Nearly two-thirds consider OTC options as competition. This includes more members (72%) than non-members (55%). It is notable that compared to 2017, member's practices are charging much more for whitening while completing nearly as many procedures. This suggests marketing for OTC/DIY options has grown the market, allowing dentists to differentiate their service as premium.



What aligner companies are you working with?

In a question added in 2019, respondents were asked what aligner companies they work with. Most practices that perform alignment use Invisalign (80%). Clear Correct (24%) is also used with other competitors used by 5% or less. Non-members (73%) and small town or rural dentists (69%) are less likely to use Invisalign, with both using Clear Correct slightly more than the overall average.



What do you see coming in the next five years for dental practices in terms of new technology, materials, or smile trends?

In a question added in 2019, respondents were asked what industry changes they expect. About one-third (32%) expect a trend toward more digital or CAD/CAM. More 3-D Printing or milling (24%) and increased use of scanners (16%) are also expected. Incremental improvements in materials (12%) and smile design (11%) are also expected.

Procedure	2019
More Digital & CAD/CAM	32%
3D Printing/milling	24%
More scanners	16%
New/Better Materials	12%
Better Smile design	11%
More/Better Tech	3%
Genetic engineering/Stem cell	3%
Artificial Intelligence Diagnosis	3%
Laser	3%
Video consulting online	3%

380 responding

What might disrupt the dental industry in terms of changes in standards or the competitive environment in the next five years?

In a question added in 2019, respondents were asked what disruptions the industry might face in the next five years. Many respondents (34%) are concerned about growth of corporate dentistry, which was mentioned more by members (39%) than non-members (25%). OTC and DIY products also concern some dentists (13%). Government and Insurance regulation (9%), Insurance trends (9%) or lower reimbursement (6%) are also common concerns. Some fear reduced qualifications (6%), poor work (4%), less personal care (3%) as well as an increasing divide between quality work and "cheap" solutions.

Procedure	2019
More corporate	34%
DIY / OTC	13%
More Gov't/Ins regulation	9%
Insurance trends	9%
Lower insurance reimbursement	6%
Reduced qualifications	6%
Economy	6%
Tech/Robotics/AI	4%
Poor work	4%
Online consultations	3%
Less personal care	3%
Divide between high quality vs. cheap	3%

316 responding