

# DENTISTRY SERVICES MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2025-2030



## Main objective

To provide a comprehensive overview of the dentistry services market in Poland, broken down into the main service segments, including their development prospects.

## Additional objectives

- to analyse the three main segments:
  - conservative dentistry
  - orthodontics
  - prosthetics with implantology
- to present key factors and trends (macroeconomic, including inflationary, demographic, demand-side, supply-side, technological and legal) in the dentistry services market
- to identify major dental clinic chains
- to present and analyse the behaviour of patients using dental services in Poland, overall and for individual types of services

## What is included in the report?

- **market value** in 2021-2024
- **market structure** in 2021-2024 by:
  - types of services
  - funding sources
- **forecast changes in the prices** of dental services and other macroeconomic and demographic factors
- demand-side, supply-side, technological and legal **factors affecting the market**
- **chains operating** in the dentistry services market in Poland
- **major players** in the dentistry services market in Poland
- **market development forecasts** up to 2030

**TIME SPAN:** 2021-2024

**FORECAST HORIZON:** 2025-2030

**GEOGRAPHIC COVERAGE:** Poland

## SCOPE

### Types of services

- conservative dentistry
- orthodontics
- prosthetics with implantology

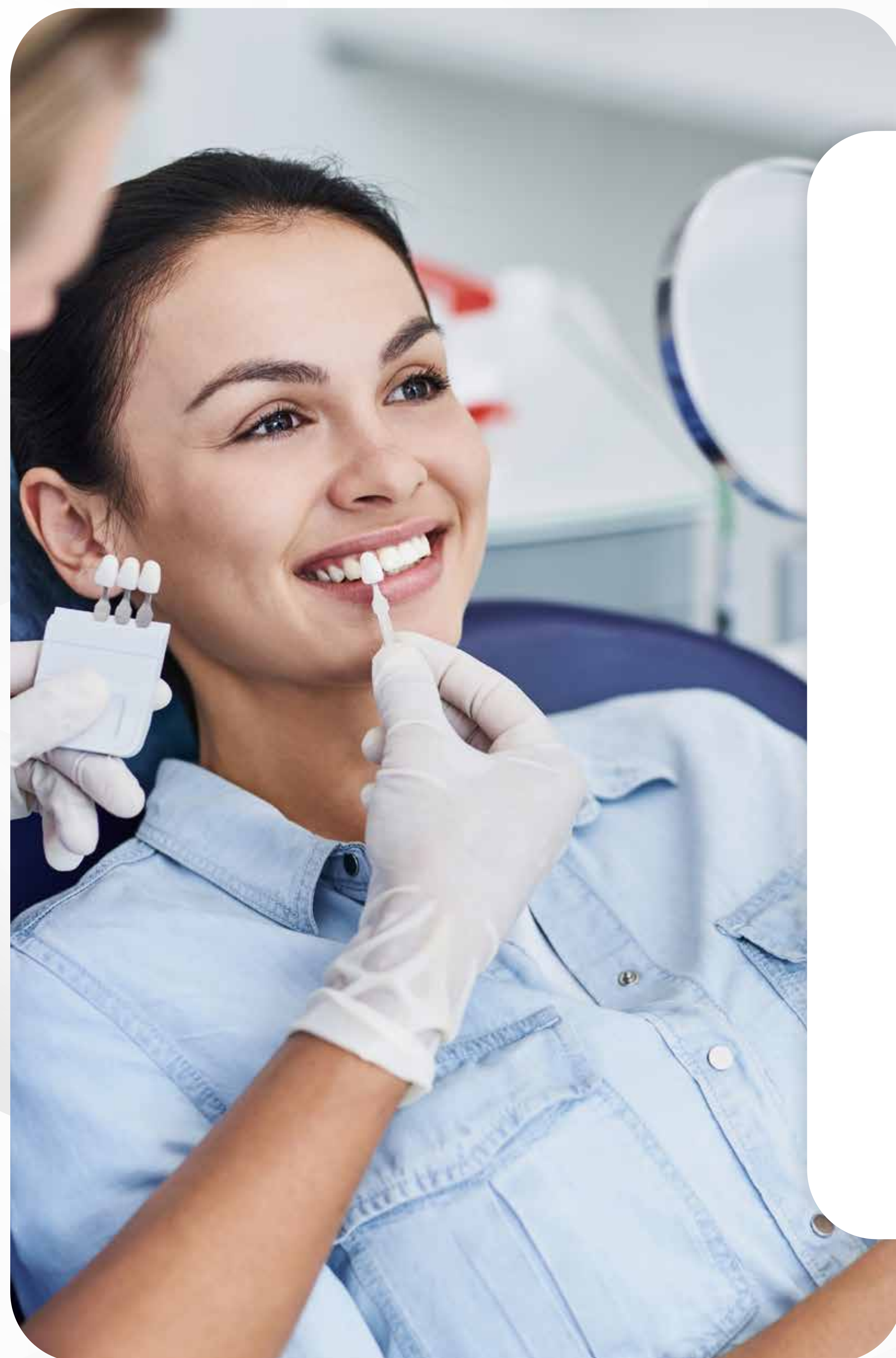
### Funding sources

- private
- public

## SUBJECT MATTER

- market value
- breakdown of the total market value by:
  - types of services
  - funding sources
- forecasts for:
  - the total market
  - individual types of services
  - individual funding sources
- profiles of the major players
  - medical companies
  - dental clinics





## FORECASTS

For the purposes of the report, long-term development forecasts were prepared using econometric models and historical time series.

**The forecasts cover the period 2025-2030.**

In addition to projections for the market value and individual types of services, the report also covers forecasts for 2025-2030 for selected demographic and macroeconomic indicators, including:

- GDP per capita and real GDP growth rate,
- overall inflation and price index for dental services,
- average annual LFS unemployment rate and real change in average monthly gross wage in Poland,
- real change in disposable income of Polish households and private consumption,
- number of Poland's residents and share of each demographic group.

## **ANALYSIS OF BEHAVIOUR OF PATIENTS using dental services in Poland**

- use of dental services in 2024, by type of service
- reasons for opting out of dental services in 2024
- methods of financing dental services for oneself and their children in 2024
- plans to use dental services in 2025, by type of service
- planned methods of financing dental services in 2025, by type of service

## **NUMBER OF FACILITIES AND NUMBER OF DOCTORS**

The report also presents key parameters affecting the dentistry services market, including:

- number of dental practices and clinics in Poland
- number of dentists in total and by specialisation
- largest medical chains and dental clinics, and number of facilities



## Why to buy this report, i.e. what important questions it answers:

- What is the value of the dentistry services market in Poland?
- What is the value of each type of service and which segments will grow fastest over the next few years?
- How are dental services funded in Poland?
- How do Poles plan to use dental services in 2024?
- What are the prevailing trends in the dentistry services market in Poland?
- What is the impact of high inflation on the dentistry services market in Poland?
- What is the real growth rate of the dentistry services market in Poland?

Together with the report, we provide the **most important data in an Excel spreadsheet for individual aggregation.**



# We are one of the leading research and analytics companies in Poland!

As **PMR Market Experts**, we help our Clients to obtain and analyse data, enabling them to better understand market processes, plan strategic and operational actions, and ultimately develop their business.

We boast **30 years of experience** and a **team of nearly 100 experts**. In our reports, we use secondary data combined with proprietary primary databases and qualitative and quantitative research.

We provide **market analyses for four main sectors**:

- construction,
- retail,
- healthcare and pharmaceuticals,
- IT and telecommunications.

We also prepare **customised research projects** focused on the area specified by the Client. In addition, we offer **consultancy services** combining different areas, including marketing research, market sizing, forecasting, and sales management.



# PHARMA & HEALTHCARE

MARKET ANALYSIS AND 5-YEAR  
DEVELOPMENT FORECASTS



- **Dermocosmetics** market in Poland
- **Private healthcare** market in Poland
- **Dietary supplements** market in Poland
- **Dentistry services** market in Poland
- **Non-prescription products** market in Poland
- **Diagnostic imaging services** market in Poland
- **Laboratory diagnostics services** market in Poland
- **Public and non-public hospital** market in Poland
- **Pet care and products** market in Poland
- **Elderly care** market in Poland
- **Pharmaceutical distribution market** in Poland
- **Health of Poles:** attitudes towards preventive care and well-being

NOVELTIES

## Forecasting methodology

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The class and type of the developed **econometric models** are selected according to the **characteristics of the data analysed**. In practice, models using **multiple regression** (the least squares method) and **autoregression** (ARIMA, VAR) are the most common. We use both **primary variables** and their **transformations** (e.g. logarithms) to capture the relevant relationships.

The **final market value forecasts** are not just based on a single best model but are a **weighted average of forecasts** from a selected set of best models. The weights are selected based on model fit indices. This procedure makes it possible to consider **more factors** influencing market development, hence **improving the forecast precision**.

When developing the **final forecasts**, we take into account not only the **statistical quality of the models** (model adjustment to empirical data, normality and homoscedasticity of residuals, statistical significance of structural parameters) but also their **consistency** with market knowledge and **qualitative information** gathered by PMR's analytical team.

The models use data on industry sectors, macroeconomic indicators and demographics, as well as the results of our analyses. Most often, there are **60-80 types of indicators** considered.



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