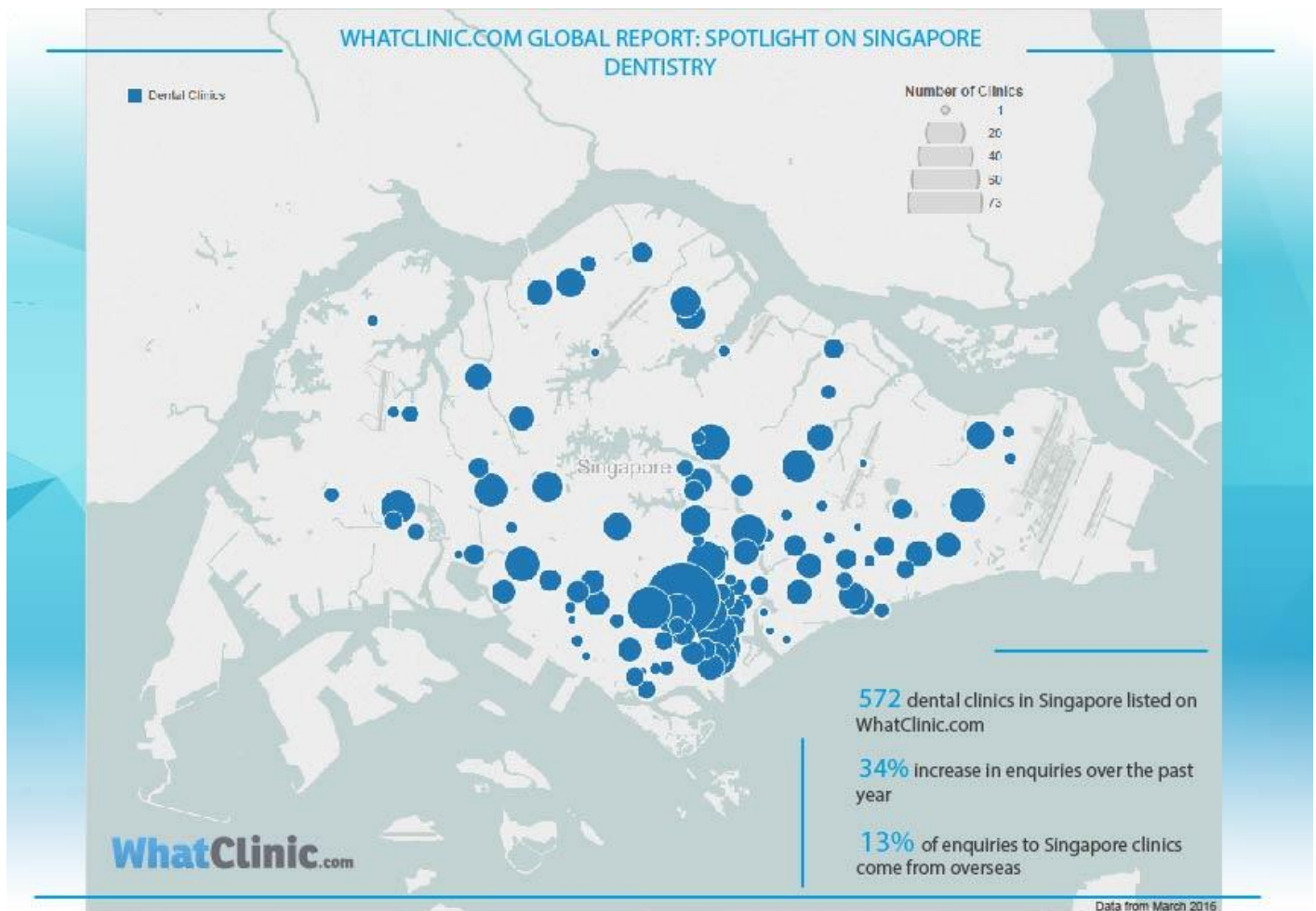


WHATCLINIC GLOBAL REPORT: SPOTLIGHT ON SINGAPORE DENTISTRY

- Online search for private dental treatments is up 14% in Singapore in the past 12 months, with enquiries up 34% in the same period
- Braces and Dental Implants have surged in popularity in the past 12 months, up 86% and 103% respectively
- 13% of dental enquiries are from overseas, with Australian and Malaysian patients topping the list*
- 36% of all patients from sample data are between the ages of 25 and 34, a significantly higher representation of this age segment than global averages or UK averages.
- 66% of all dental enquiries are from women, up from 61% over the past 24 months.
- Extractions and Teeth Whitening top the list of fastest growing trends with enquiries up 135% and 111% in the past year.



International Clinic Comparison site WhatClinic.com today released detailed analysis of the private dental market in Singapore, which has revealed the top trends based on searches and enquiries from 258,153 users to Singapore clinics over the past twelve months, up from 227,257 for the 12 month period before that. (14% growth)

For the period reported, the number of email enquiries to dental clinics in Singapore has increased by 34%, in an analysis of more than 500 dental clinics in Singapore.

The table on page 2 shows the top ten most popular dental treatments in Singapore, based on email enquiries by patients to clinics listed on the site.

Please note: email enquiry figures are provided as sample data to demonstrate growth or fall in interest. The totals are not representative of the total number of enquiries as they exclude a high volume of phone enquiries

Top 10 dental treatments in Singapore
 (volume of email enquiries only)

Treatment	Enquiries 15/03/15 to 15/03/16	Enquiries 15/03/14 to 15/03/15	Increase	Average Starting Price (SGD)
Braces	2915	1570	86%	\$3,567
Dental Implants	939	462	103%	\$3,388
Invisalign™	749	740	1%	\$6,048
Teeth Cleaning	545	388	40%	\$62
Metal Braces	518	337	54%	\$3,702
Wisdom Tooth Extraction	437	286	53%	\$484
Fillings	435	257	69%	\$63
Root Canals	386	315	23%	\$385
Dentures	353	324	9%	\$363
Orthodontic Retainer	307	219	40%	\$193

Braces are by far the most popular Dental treatment in Singapore, and this has increased by 86% in the past year. Dental Implants in second place has more than doubled in popularity, and is the fastest growing treatment in the top 10.

The table below shows the top ten fastest-growing trends within the private dentistry market in Singapore, based on email enquiries by patients to clinics listed on the site.

Top 10 dental treatments in Singapore (increase in email enquiries)		
Treatment	Increase in email enquiries over the past year	Average Starting Price (SGD)
Extractions	135%	\$83
Teeth Whitening	111%	\$557
Dental Implants	103%	\$3,388
Braces	86%	\$3,567
Mini Implants	83%	\$2,000*
Gum Contouring and Reshaping	83%	\$1,500
Clear Braces	81%	\$4,946
Lumineers™	77%	n/a
Fillings	69%	\$63
Dental Bridges	68%	\$886

**single price*

Extractions tops the list with a 135% increase in enquiries over the past year and an average price tag of \$83, followed by Teeth Whitening (111%) and Dental implants (103%).

Medical Tourism vs Local Patients

In an analysis of over 13,619 phone and email enquiries, the report confirms that 13% of all enquiries came from overseas patients, with 87% of enquiries from within Singapore.

Here are the top five most popular treatments as requested by overseas patients, as a percentage of all overseas email enquiries.

Analysis of the country source of email enquiries to clinics in Singapore reveals that Australia and Malaysia are the main contributors to medical tourism enquiries in Singapore.

Top treatments for overseas patients	% of overseas email enquiries	Top source countries	% of overseas email enquiries
Dental Implants	26%	Australia	24%
Dentist Consultation	14%	Malaysia	11%
Braces	9%	Philippines	8%
Porcelain Veneers	4%	Indonesia	7%
Dental Crowns	4%	UK	7%

Singapore patient demographics indicates that the biggest section of consumers interested in Dental treatments by far, are within the 25 - 34 year old segment. If we compare this to the global demographic for Dental we can see that Singapore has an older market than average, with 23% of enquiries coming from 35 - 44 year olds.

Age breakdown of searches for dental treatment in Singapore			
Age	Singapore	Global	UK
18-24	23%	20%	13%
25-34	36%	34%	27%
35-44	22%	17%	19%
45-54	12%	12%	18%
55-64	6%	9%	12%
65+	2%	7%	11%

Methodology:

Traffic data is based on unique visitors to site and reported via Google Analytics.

Email enquiry data is based on email enquiries only made by users of WhatClinic.com through the site to clinics in Singapore between 15.03.2015 and 15.03.2016, compared to the same period last year.

There are over 500 [Dental clinics in Singapore](#) listed on WhatClinic.com at any one time.

*based on analysis of 13,619 phone and email enquiries to over 572 clinics in Singapore.

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About WhatClinic.com

[WhatClinic.com](#) is a clinic comparison site that lists over 125,000 clinics globally. In 2015, 17.5 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.