



## Determining The Size Of Australia's Dental Product Market

A new edition of the Australian Dental Industry Intelligence Report is to be published, providing dental product manufacturers and suppliers with an important tool that will allow them to benchmark their business' performance and plan for growth. The report is published by the sector's peak body, the Australian Dental Industry Association (ADIA).

"Providing high quality data on the market for dental product has been a long-standing priority for ADIA. The investment in this research delivers on the commitment made to ADIA members set out in our latest strategic plan," said Troy Williams, ADIA Chief Executive Officer.

The Australian Dental Industry Intelligence Report is unique and based upon data from a range of government and non-government sources which is used to construct a model of Australia's dental industry. This report estimates the value of products and services provided by the dental industry to dentists and allied oral healthcare professionals.

"It is a useful and accurate benchmarking tool for ADIA's member businesses. The report is also a valuable reference for ADIA's future consultations with government," Mr Williams said.

The sales data in the Australian Dental Industry Intelligence Report will be updated on an annual basis. This allows ADIA member businesses to understand changes to not only the entire sector, but also individual product categories, in both dollar and percentage terms.

Deloitte Access Economics, a leading economic consulting firm, has been engaged by ADIA to prepare the report. The engagement followed an exhaustive selection process, with the decision confirmed by the ADIA Board in late 2017.

"As Australia's dental industry will be using the report as the basis for their business decisions, ADIA needed to have absolute confidence in the ability of the consultants to apply the latest research and modelling techniques to produce a robust report," Mr Williams said.

It has been three years since ADIA last published the Australian Dental Industry Intelligence Report, making this next edition anticipated with considerable interest. It will be presented to the industry at the 2018 ADIA Industry Growth Conference to be held on the Gold Coast from 26-28 October 2018.

Ends.

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