

## Market Study Notice

### Private Dental Services

1. The Competition and Markets Authority (the CMA) publishes this market study notice in accordance with section 130A of the Enterprise Act 2002 (the Act).
2. The CMA is proposing to carry out its functions under section 5 of the Act in relation to the supply of private dental services in the United Kingdom to consider the extent to which a matter in relation to the supply of those services has or may have effects adverse to the interests of consumers, and to assess the extent to which steps can and should be taken to remedy, mitigate or prevent any such adverse effects.
3. In this notice, the supply of private dental services includes preventative, clinically necessary and cosmetic dental treatments.
4. Further details of this market study, including detailed issues on which the CMA would welcome responses, are provided in the Statement of Scope document which is published on [our case page](#).
5. The CMA now invites any persons wishing to make representations on the matter, including on whether the CMA should make a market investigation reference under section 131 of the Act, to do so in writing no later than 2 April 2026.
6. If the CMA proposes to make a market investigation reference, or if representations (as provided for in section 131A of the Act) have been made to the CMA that such a reference should be made but the CMA proposes not to make a reference, the CMA will publish a notice of that proposal and begin a process of consultation under section 131A(2)(b).
7. The CMA will publish its market study report, setting out its findings in relation to the matter specified in this notice, and the action (if any) which the CMA proposes to take in relation to that matter, no later than 4 March 2027.

**5 March 2026**

Competition and Markets Authority

**Notes**

- (i) Representations should be emailed to [dentistry@cma.gov.uk](mailto:dentistry@cma.gov.uk)
- (ii) A copy of this notice is placed on the CMA webpages on 5 March 2026.