

Michigan Ranks #5 in the U.S. for Dentist Demand in 2025

A new nationwide study has revealed that Michigan ranks among the top five states in America for dental demand in 2025. The analysis, conducted by Painless Dentistry, examined Google searches for “Dentist in [State]” across all 50 states

The Top 10 Most In-Demand States for Dentists in 2025

Rank	State	Avg Monthly Searches	Searches per 100k People
1	Colorado	135,690	2,279
2	New York	432,420	2,177
3	Florida	501,300	2,152
4	Georgia	255,110	2,142
5	Michigan	214,315	2,114
6	Ohio	205,570	1,733
7	Illinois	244,770	1,663
8	Pennsylvania	234,190	1,791
9	New Jersey	183,360	1,930
10	Arizona	157,270	2,074

Lansing, Michigan Sep 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - A new nationwide study has revealed that Michigan ranks among the top five states in America for dental demand in 2025.

The analysis, conducted by Painless Dentistry, examined Google searches for “Dentist in [State]” across all 50 states and normalized results against population size to calculate demand per 100,000 residents.

Key Findings for Michigan:

- Michigan recorded 2,114 searches per 100,000 residents, placing it #5 nationally.
- Demand in Michigan is higher than in neighboring states like Indiana and Wisconsin.
- Cities including Detroit, Ann Arbor, Lansing, and Grand Rapids show particularly strong search volumes, signaling both patient need and opportunities for providers.

“[Michigan’s high ranking](#) reflects a growing awareness of the importance of oral health and perhaps gaps in access to care in some communities,”. “At our Lansing and Charlotte offices, we see firsthand how much patients value affordable, judgment-free dental care.”

Regional Comparison:

- Colorado leads the nation at 2,279 searches per 100k residents.
- Michigan outpaces large states like California and Texas once population is factored in.
- In the Midwest, only Ohio and Illinois join Michigan in the top 10.

Methodology

Search volumes for the term “*Dentist in [State]*”, *dentist near me*, *emergency dentist*, and *dental implant dentist*, *sedation dentist* were analyzed using Ahrefs and normalized against state population estimates from the U.S. Census Bureau (July 2024).

Results reflect data collected in January 2025.

About Painless Dentistry

With offices in Lansing and Charlotte, Painless Dentistry is dedicated to making dental care accessible, affordable, and comfortable for every patient. The practice specializes in transparent pricing, flexible payment options, and a compassionate approach to care for children, adults, and seniors.

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