



LOCAL MARKET RESEARCH REPORT

Bright Smile Dental

Austin, TX · Dental Practice
June 2026

SAMPLE REPORT · ILLUSTRATIVE DATA



OPPORTUNITY SCORE

SCORE BY ZIP		
78701		74
78704		71
78745		68
78702		65

MARKET SIZE

\$84.2M

▲ +12.4%

DEMAND TREND

Rising

▲ +28%

TOP ZIP

78701

▲ High Opportunity

Executive Summary

Bright Smile Dental · Austin, TX



OPPORTUNITY SCORE

74/100

▲ High Opportunity

MARKET SIZE (EST.)

\$84.2M

▲ +12.4%

DEMAND TREND

Rising

▲ +28%

Key Findings

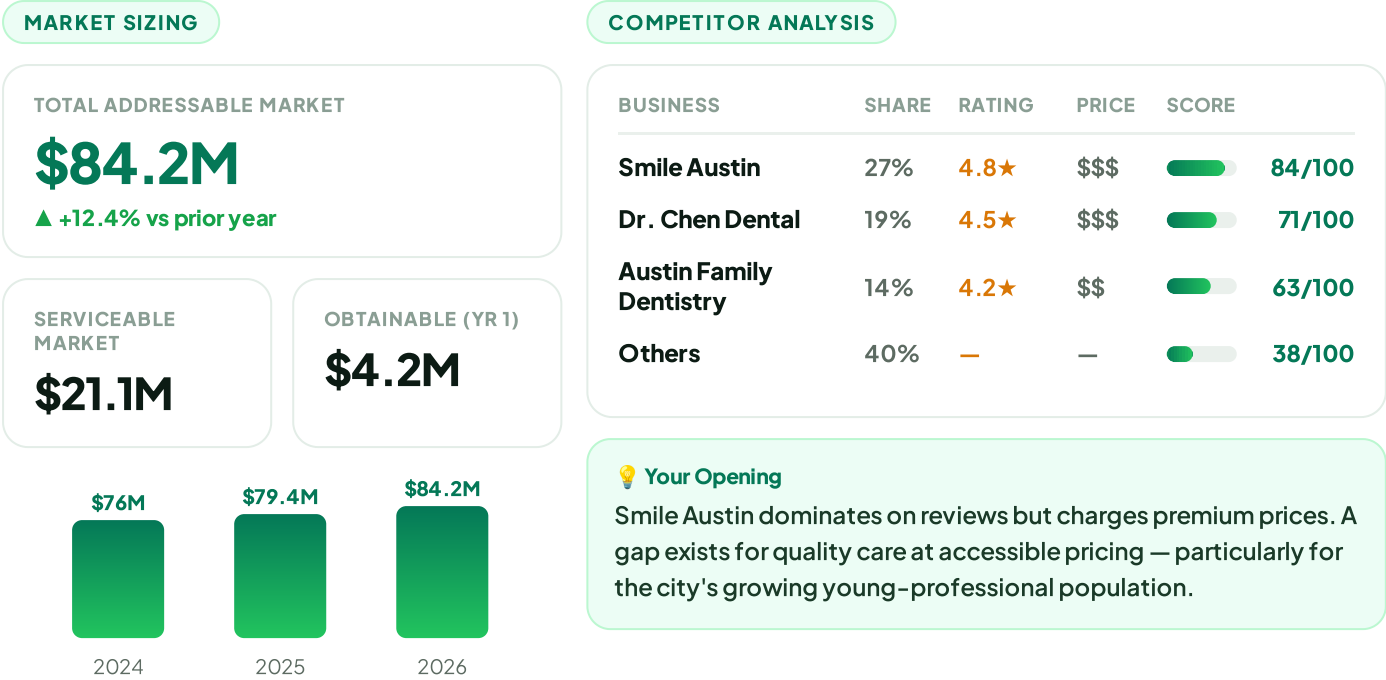
- ✓ ZIP 78701 scores 74/100 — strongest demand-to-competition ratio in the catchment
- ✓ Dental services demand grew 28% YoY driven by population growth and rising incomes
- ✓ No competitor currently offers evening hours — a direct conversion opportunity

Score by ZIP Code

78701		74
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REPORT CONTENTS

- › Market Size & Segmentation
- › Competitor Analysis
- › Consumer Analysis
- › Market Gaps
- › 90-Day Action Plan



CUSTOMER SEGMENTS

Young Professionals 25–40

38%

Convenience-driven, value evening and weekend hours, review-influenced

Families with Children

31%

Seek continuity of care, friendly environment, price-conscious

Established Residents 45+

31%

Prioritise quality and relationships, willing to pay premium

MARKET GAPS — PRIORITISED

OPPORTUNITY	IMPACT	TIMELINE
Evening & weekend availability	High	Quick win
Cosmetic whitening services	High	Quick win
Spanish-speaking staff	Medium	3-month
Uninsured membership plan	Medium	3-month

SWOT AT A GLANCE

STRENGTHS

Underserved demand in target ZIPs
Strong income base in catchment

WEAKNESSES

No established brand or reviews yet
Premium competitors have loyal base

OPPORTUNITIES

Evening hours gap — no rival offers them
Growing young-professional segment

THREATS

Dominant competitor with 27% local share
New entrant risk within 12 months

90-Day Growth Action Plan

Prioritised steps to capture your local opportunity



MONTH 1

Foundation

- 1 Claim and optimise Google Business Profile
- 2 Set up automated review-request workflow
- 3 Launch geo-targeted Google Ads for top ZIPs

MONTH 2

Traction

- 1 Add evening hours 2 weekdays (5-8pm)
- 2 Launch cosmetic whitening promotion
- 3 Partner with 2 local employers for dental plans

MONTH 3

Growth

- 1 Analyse which ZIPs drive new patients — double down
- 2 Launch uninsured membership plan
- 3 Request referrals from first 50 satisfied patients

Ready to get started?

This report was built using live local data for Austin, TX. To get a full report customised to your business, your category, and your ZIPs — visit veduta.dev or find Veduta on Fiverr.

FULL PACK

\$249

All 6 modules