

ADX Sydney 2026: What We Saw and What It Means for New Zealand

That's a wrap on ADX Sydney 2026, and it's safe to say the bar has been lifted.

Three big days, a packed show floor, constant conversations, and a really strong sense that dentistry across Australasia is shifting. Not in small steps, but in a deliberate, forward-moving way.

Walking away from ADX this year, the biggest takeaway wasn't just the scale of the event. It was the intent behind it. Everything felt more purposeful, more connected, and more aligned to where practices actually need to go next.

The Show Floor: Less “Shiny Objects”, More Real Solutions

Yes, the scale was impressive. But what stood out more was how relevant everything felt.

From surgical systems through to hygiene workflows, digital diagnostics, and practice management, it wasn't about showcasing products in isolation. It was about how everything connects into a better clinical and business outcome.

There's a real shift happening:

- Less focus on single products
- More focus on complete workflows
- Stronger alignment to efficiency, team utilisation, and patient experience

And importantly, this wasn't just coming from manufacturers. Clinicians are driving this demand now.

Education That Actually Lands

The education sessions had strong attendance across all three days, but more importantly, they landed.

Less theory, more application.

Clinicians are clearly looking for:

- Practical techniques they can use immediately
- Ways to improve workflow, not just clinical outcomes
- Smarter use of technology without overcomplicating things

There's a growing expectation that education should translate directly into the practice environment, and ADX delivered on that.

So What Does This Mean for New Zealand?

This is where it gets interesting, because what we're seeing in Australia is already starting to influence expectations here in NZ.

And I think we'll see that come through strongly across our 2026 events.

1. Higher Expectations from Attendees

Kiwi clinicians are going to expect more than just a trade show.

They'll want:

- Education that's practical and immediately usable
 - Clear connections between products and outcomes
 - Real conversations, not just sales pitches
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2. A Bigger Focus on Oral Health and Prevention

The hygiene space continues to gain serious momentum.

What we're seeing:

- More emphasis on biofilm management
- Stronger integration of ultrasonic and air or powder workflows
- A shift toward preventative, minimally invasive approaches

This aligns really well with where NZ is already heading, particularly within community and public health settings.

3. Workflow Efficiency Will Be Front and Centre

With workforce challenges continuing across NZ, practices are looking for ways to do more with the teams they have.

Expect to see:

- Increased interest in multi-function units
 - Smarter use of chair time
 - More focus on delegation across the dental team
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4. Stronger Community and Industry Connection

One of the best parts of ADX is always the conversations, and that's something NZ does incredibly well.

If anything, we have an opportunity to lean into this even more:

- More collaboration between suppliers and clinicians
 - More open sharing of what's working and what's not
 - Stronger engagement across associations and events
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5. More Purpose Behind Events

This is probably the biggest shift.

Events aren't just about attendance anymore, they're about impact.

Kiwi events this year have a real opportunity to:

- Deliver more targeted education
 - Create better hands-on experiences
 - Build genuine value for practices attending
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Final Thoughts

ADX Sydney 2026 didn't just showcase products, it highlighted where dentistry is heading as a whole.

And for us in New Zealand, it gives a really clear opportunity.

We don't need to replicate the scale, but we can absolutely match, and even exceed, the quality of experience, relevance, and connection.

Because at the end of the day, that's what clinicians remember, and that's what keeps them coming back.

New Zealand Dental Industry Group

Supporting collaboration, innovation, and growth across the NZ dental sector