

NORDIC DISTRIBUTOR SHORTLIST · Q2 2026

# Nordic Dental Distributors

A vetted list of 17 distributors active in the dental sector across Sweden, Denmark, Norway and Finland.

Curated by Miguel Baptista · Fractio  
Data reviewed 2026-04-21 · [nordicdistributors.com](https://nordicdistributors.com)

## Why dental in the Nordics

# Nordic Dental Distributors

The Nordic dental market is mature, consolidated, and buying-decision-heavy at the chain level. Sweden alone has over 4,000 dental practices; the top four chains (Praktikertjänst, Colosseum, Aqua Dental, Distriktstandvården) account for a large share of purchasing volume. In Denmark, Norway and Finland the concentration is similar. A dental distributor without chain agreements is selling one clinic at a time; one with chain agreements is locked in for years. EU MDR applies to dental devices; CE-marked equipment moves across borders, but clinical training and service contracts matter as much as the product itself.

## How to use this shortlist

- **Start with coverage.** A distributor listed for 'Nordic' usually means strong in one country and partner-dependent in the others. Cross-check the country column.
- **Match the channel.** Each sector has multiple distribution channels (e.g. hospital vs private, retail vs specialty). Ask the distributor which they actually own.
- **Brief 3 at once.** The fastest way to benchmark a distributor is to compare their response to two others. NordicDistributors.com lets you send a structured brief in 60 seconds.
- **Budget a timeline.** Nordic commercial decisions are slower than Iberian or US equivalents. Plan 3–6 months from first brief to signed agreement for a straightforward product; 9–18 months if regulatory work is open.
- **Use the sector-specific question.** See the highlighted tip on the next page.

**Sector-specific question to ask:** Ask how many of the top 10 chains in each country the distributor has a current agreement with — and whether they sell direct to private clinics or only through chain HQ procurement.

## THE DISTRIBUTORS

# 17 dental distributors active in the Nordics

### AB Nordenta

Sweden · #

Established dental equipment and supplies distributor with deep roots in Swedish dental market. Known for reliable service and product availability.

Equipment · Supplies

### DAB Dental AB

Sweden · #

Full-service dental supply distributor offering equipment, consumables, and digital solutions. Part of Lifco Group with strong regional presence.

Equipment · Consumables · Digital Tech

### Dansk Nordenta A/S

Denmark · #

Major Danish dental distributor with strong market presence. Provides equipment and consumables to practices throughout Denmark and Scandinavia.

Equipment · Consumables

### Dental Sør AS

Norway · #

Regional dental distributor focused on southern Norway. Provides specialized service and product expertise for local dental market.

Regional Service · Equipment · Supplies

### Dental-Direct AS

Norway · #

Direct dental supply company in Norway with competitive pricing and efficient distribution network throughout the country.

Direct Supply · Supplies · Consumables

### GAMA Dental AB

Sweden · #

Established dental supplies distributor with focus on quality products and competitive pricing for Swedish dental practices.

Supplies · Consumables

## Hammasväline Oy

[Finland](#) · #

Finnish dental supply company with strong presence in the Finnish market. Provides quality products and reliable service to dental practices.

Supplies · Equipment

## Jacobsen Dental AS

[Norway](#) · #

Norwegian dental distributor with strong track record. Supplies equipment and consumables to dental practices across the country.

Equipment · Consumables

## Plandent A/S

[Denmark](#) · [plandent.com](#)

Danish arm of Plandent Division, Europe's 2nd largest dental distributor. Full-range dental supplies and services with pan-Nordic coordination.

Full-Range Supplies · Pan-Nordic · Services

## Plandent AB

[Sweden](#) · [plandent.com](#)

Part of Plandent Division, Europe's 2nd largest dental distributor. Operates across all Nordic countries with full-range dental supplies, technology, and digital solutions.

Full-Range Supplies · Digital Solutions · Equipment

## Plandent AS

[Norway](#) · [plandent.com](#)

Norwegian arm of Plandent Division, Europe's 2nd largest dental distributor. Offers comprehensive range of dental products and services across Norway.

Full-Range Supplies · Pan-Nordic · Services

## Plandent Oy

[Finland](#) · [plandent.com](#)

Finnish arm and headquarters of Plandent Division, Europe's 2nd largest dental distributor. Coordinates pan-Nordic operations with comprehensive product range.

Full-Range Supplies · Pan-Nordic HQ · Digital Solutions

## Swedish Dental Supplies AB

Sweden · [swedent.se](https://swedent.se)

Manufacturer and distributor of dental consumables since 1966. Strong commitment to quality with worldwide export presence from Swedish headquarters.

Consumables · Manufacturing · Export

## Unident AB

Sweden · #

Dental supplies and equipment distributor operating across the Nordic region. Part of the Unident group with coordinated Scandinavian operations.

Supplies · Equipment · Pan-Nordic

## Unident Danmark ApS

Denmark · #

Danish branch of international Unident group. Provides coordinated dental supply solutions across Nordic operations.

Supplies · Equipment · Pan-Nordic

## Unident Suomi

Finland · #

Finnish branch of international Unident group. Offers coordinated dental supply solutions as part of Nordic operations network.

Supplies · Equipment · Pan-Nordic

## Weesgaard Dental

Denmark · #

Established Danish dental supply company with focus on quality products and competitive pricing for dental practices.

Supplies · Consumables

## WHAT'S NEXT

# You have the shortlist. Now what?

## Brief 3–5 distributors at once.

Go to [nordicdistributors.com](https://nordicdistributors.com), open each profile page, and send a structured brief. Takes under 60 seconds per distributor. Miguel forwards the brief to them by email and chases a reply by day 5. You get a confirmation email after every submission.

## If briefing isn't enough, book a 20-min diagnostic.

Pricing strategy, regulatory path, country sequencing, tender windows. In 20 minutes Miguel will tell you what's realistic for your product, budget and timeline. Free. No pitch if there's no fit.

## If the full launch is on the table, Fractio takes it on.

Fractional Sales Director, country launch retainer, or distributor-contract negotiation — three engagement formats depending on what you need. Nordic-Iberian specialists. Portuguese, Spanish, English, some Swedish.

### BEHIND THIS SHORTLIST

## Fractio · Nordic-Iberian go-to-market

Behind NordicDistributors: Miguel Baptista, founder of Fractio, has spent the last nine years as Country Manager for a Swiss precision medical-device manufacturer. Built a country affiliate from scratch, grew sales 20x in seven years, and the Portugal playbook is now the case study taught to EMS subsidiaries worldwide. The free distributor-brief flow on [nordicdistributors.com](https://nordicdistributors.com) is the first step. The paid engagement starts when you need someone who has actually run the launch.

**Book a 20-min diagnostic call →**  
**[fractio.se/#contact](https://fractio.se/#contact) · [miguel@fractio.se](mailto:miguel@fractio.se)**

This shortlist is a snapshot at 2026-04-21. Distributor portfolios, coverage and agreements change — always verify before contract.