MADOR REPORT · NOVEMBER 2026

# Dentists in Spain: who AI assistants recommend

We asked 4 AI assistants where to find dentists in 50 cities in Spain, with 5 questions per city written the way a resident would ask them. That makes 1,000 answers, collected on 3 November 2026.

## 73% of answers recommend at least one business

730 of 1,000 answers give at least one name to call. With the same method, the true share sits between 70% and 76%; the other answers explain how to choose and name nobody.

## Gemini names the most, Claude the fewest

Gemini recommends a business in 100% of its answers, Claude in 14%. Showing up in one assistant does not mean showing up in another.

## Sanitas Dental is recommended in 43 of 50 cities

27% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

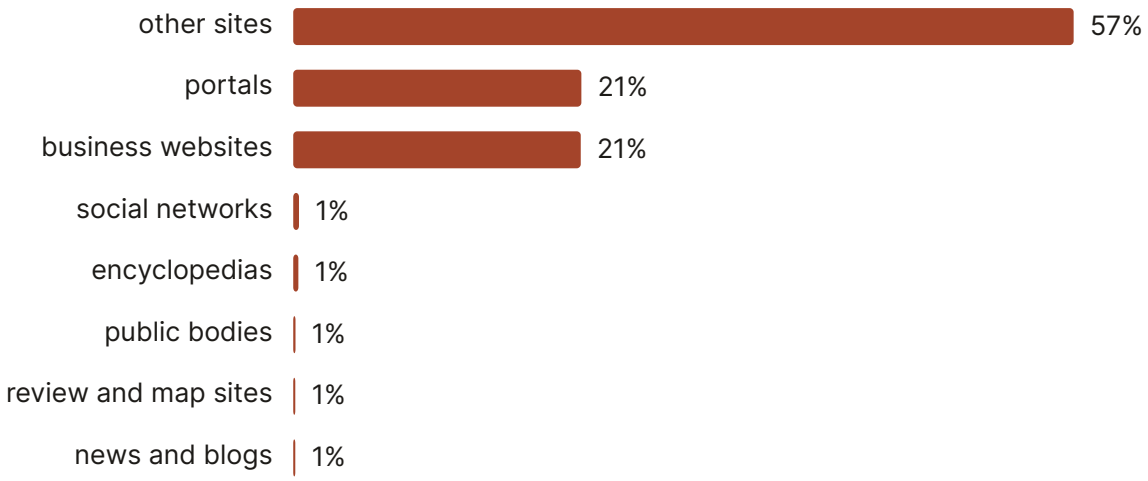
## Portals make up 21% of the sites read, business websites 21%

55% of answers link to a portal, 46% to the website of a named business. A site the assistant reads is a site it takes names from.

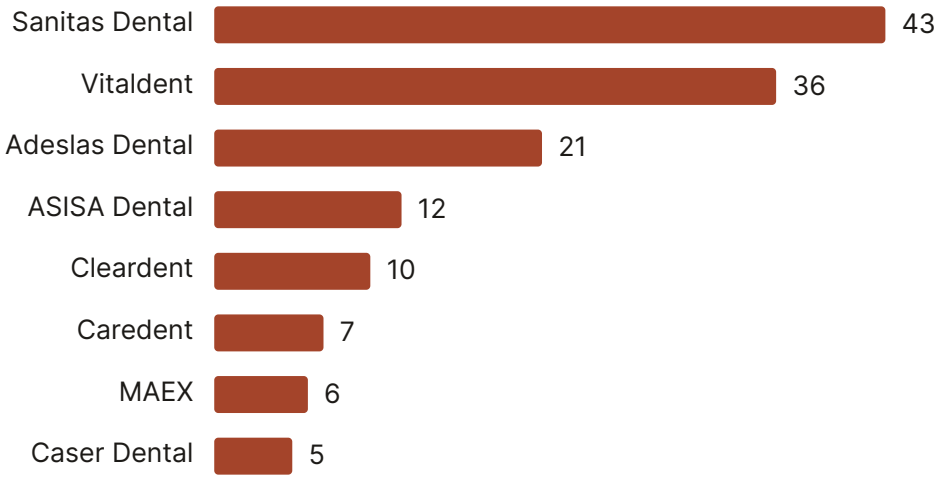
### How often each assistant recommends



### Sites read, by type




### Networks recommended in the most cities




## City by city

| # | City | Answers | With a business | Most recommended |
|---|---|---|---|---|
| 1 | Madrid | 20 | 60% | Clínica Dental Navarro, Clínica Palma Medicodental, Smylife |
| 2 | Barcelona | 20 | 75% | Sanitas Dental, Adeslas Dental, Clínica Dental Raslan |
| 3 | Valencia | 20 | 65% | Clínica Dental Asensio, Arte·Sano Clínica Dental, Clínica Dental Llobell |
| 4 | Zaragoza | 20 | 75% | Clínica Dental Lorenzo, Clínica Dehental, CADU - Urgencias Dentales |
| 5 | Sevilla | 20 | 65% | Clínica Dental Dobleese, Clínica Dobleese, MB Dental |
| 6 | Málaga | 20 | 75% | Clínica Dental Frápolli, Gross Dentistas, Avilés Digital Dental Clinic |
| 7 | Murcia | 20 | 75% | Clínica Santos Dental, Clínica Dental Ortoperio, Clínica Dental San Antón |

| # | City | Answers | With a business | Most recommended |
|---|---|---|---|---|
| 8 | Palma de Mallorca | 20 | 70% | Clínica Pronova, Clínica Dental Albertí-Fajardo, Nueva Clínica Dental Palma |
| 9 | Las Palmas de Gran Canaria | 20 | 75% | Clínica Dental Adalia, Clínica Dental Vidal Castellano, Sanitas Dental |
| 10 | Alicante | 20 | 70% | Clínica Dental Bona, Clínica Dental Inboca, Clínica Kranion |
| 11 | Bilbao | 20 | 85% | Clínica Dental San Pedro, Clínica Dental Ortiz-Vigón, CEO Bilbao |
| 12 | Córdoba | 20 | 55% | Clínica Dental Mayo, Cleardent, ASISA Dental |
| 13 | Valladolid | 20 | 70% | Clínica Dental Núñez, Centro Dental San Ildefonso, Clínica Dental Barrigón |
| 14 | Vigo | 20 | 75% | Clínica Guitián, Clínica Dental AME, Clínica Dental Dovaz |
| 15 | L'Hospitalet de Llobregat | 20 | 75% | Clínica Dental Can Serra, Clínica Dental Nácar, Clínica Dental Santa Eulàlia |
| 16 | Gijón | 20 | 75% | Clínica Tejerina, Clínica Dental Palomero, Clínica Dental Peña |
| 17 | Vitoria-Gasteiz | 20 | 85% | Vitaldent, Clínica Dental Pérez Belmonte, MAEX |
| 18 | A Coruña | 20 | 65% | Clínica Médico-Dental Pardiñas, CML Odontólogos, Seoane Dental |
| 19 | Elche | 20 | 75% | Lobato Clínica Dental, Clínica Dental Roca, IGB Dental |
| 20 | Granada | 20 | 75% | De Vicente Dental, Cleardent, MiD Odontología |
| 21 | Terrassa | 20 | 75% | Clínica Dental Can Parellada, Centre Dental ABAC, Odontomed Institut Dental |
| 22 | Badalona | 20 | 70% | Clínica Rob Dental, Propdental, MIM, Espai Dental |
| 23 | Sabadell | 20 | 70% | Clínica Dental Tres D, Clínica Dental Nayef, Sanitas Dental |
| 24 | Oviedo | 20 | 70% | Sanitas Dental, Clínica Dental Del Corte, Clínica Dental Sicilia |
| 25 | Cartagena | 20 | 50% | Clínica Dental Ceodontomed, Clínica Dental Servident, Clínica Dental Santiago |
| 26 | Móstoles | 20 | 75% | BR Dental Móstoles, Malmö Clínica Dental, ASISA Dental |
| 27 | Jerez de la Frontera | 20 | 80% | Clínica Dental El Bosque, Vitaldent, DentalTop Jerez |
| 28 | Santa Cruz de Tenerife | 20 | 80% | Clínica Dental Numancia, Centro de Calidad Dental Tenerife, Moleiro Vidental |
| 29 | Pamplona | 20 | 80% | La Clínica Dental Bayona, DBOCA Clínica Dental, Clínica Dental Salud Navarra |
| 30 | Almería | 20 | 80% | Clínica Dental Escámez, Cleardent, Clínica Dental Axis |
| 31 | Alcalá de Henares | 20 | 80% | Estudio Dental Melguizo, Clínica Dental Gadea-Alobera, Caredent |

| # | City | Answers | With a business | Most recommended |
|---|---|---|---|---|
| 32 | Leganés | 20 | 75% | Sanitas Dental, Clínica Guillén Dental, Odontología Amiga |
| 33 | Getafe | 20 | 70% | Clínica Dental Barrutia, Clínica Dental Estefanita, Clínica Arcodental |
| 34 | Fuenlabrada | 20 | 70% | Clínica Dental Medicalia, Alegra Clínica Dental, Clínica Dental Martín |
| 35 | San Sebastián | 20 | 75% | Clínica Dental Trento, MAEX, Sanitas Dental |
| 36 | Castellón de la Plana | 20 | 80% | Clínica Dental Benavent París, Clínica Dental Colón, Clínica Dental Primer Molí |
| 37 | Burgos | 20 | 80% | Adeslas Dental, Iniesta Dental, Clínica Dental Sanident |
| 38 | Alcorcón | 20 | 80% | Clínica Dental Tapias, INARI Estudio Dental, Clínica Stoma Alcorcón |
| 39 | Santander | 20 | 65% | Adeslas Dental, Ángela Apostu Estudio Dental, Clínica Dental Dávila |
| 40 | Albacete | 20 | 70% | Sanitas Dental, Clínica Dental Altozano, Caredental Albacete |
| 41 | San Cristóbal de La Laguna | 20 | 80% | Dental Estudio, Clínica Dental Aguere, Clínica Proboca Canarias |
| 42 | Marbella | 20 | 70% | R&H Dental Marbella, Clínica Dental Queipo, Prisma Clinic Marbella |
| 43 | Logroño | 20 | 65% | Logroñodental, Riojadental, Sanitas Dental |
| 44 | Badajoz | 20 | 75% | Clínica CICOM Monje, Clínica Dental Guerrero, Clínica Dental Dental Estetic |
| 45 | Lleida | 20 | 75% | Clínica Ariza, Clínica Brånemark Lleida, Clínica Chela Implantología |
| 46 | Salamanca | 20 | 70% | Clínica Dental Urbina, Clínica Dental Boca Sana, Vitaldent |
| 47 | Tarragona | 20 | 75% | Abaden Dentistas Tarragona, Clínica Dental Curull, Clínica ENEBE |
| 48 | Torrejón de Ardoz | 20 | 75% | Alonso Dental, Clínica Dental S&S, Clínica Mayor |
| 49 | Huelva | 20 | 75% | Vitaldent, Dental Company, Clínica Enrile |
| 50 | Dos Hermanas | 20 | 75% | Vitaldent, Viva Salud Dental, Clínica Dental Bell |

## Method

Cities: the 50 most populous cities, INE, municipal register at 1 January 2025. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

[See where your business shows up]

Mador, "Dentists in Spain: who AI assistants recommend", November 2026, mador.ai.