

Price of A Lost Tooth Drops for Second Straight Year

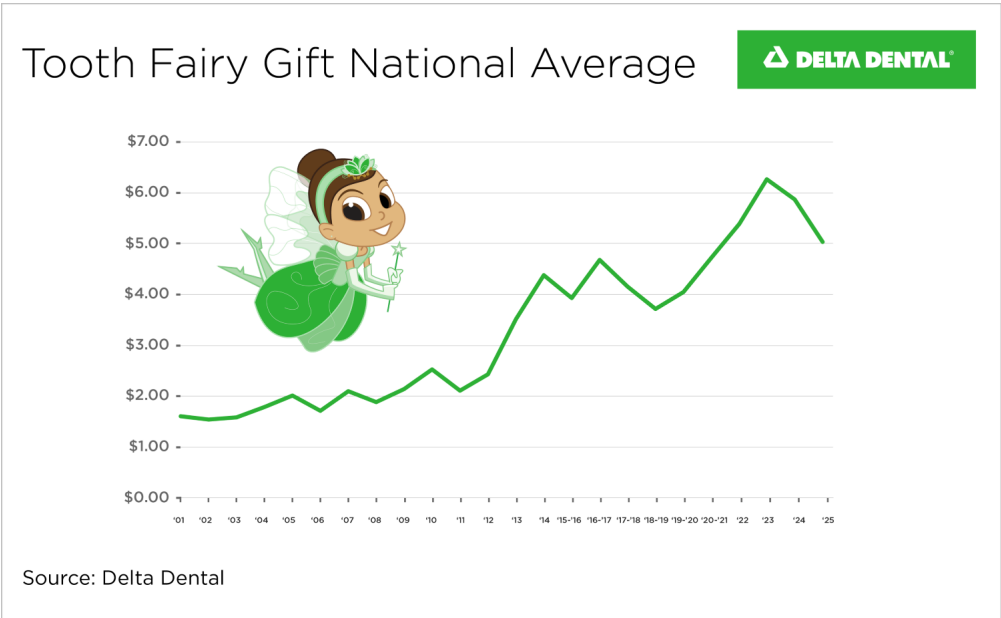
Written by Audrey Lippert
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The Tooth Fairy was pinching pennies in 2024, as new findings from the [Delta Dental](#) 2025 Original Tooth Fairy Poll have revealed that the average value of a single lost tooth has declined for the second consecutive year. The 14 percent drop from \$5.84 to \$5.01 marks one of the most significant year-over-year declines in Tooth Fairy giving since the poll's inception.

Though 1 in 3 parents say the Tooth Fairy leaves more money for their child's first tooth, the average reward for this milestone has also decreased, with the average value dropping 12 percent from \$7.09 to \$6.24 over the past year.



"While we don't know if the Tooth Fairy is a 'Swiftie,' it certainly looks like she is in her thrifty era," Dental Director Dr. Heather Schneider said . "And just like Swift, no matter her era, the Tooth Fairy is a trusted ally in encouraging children to develop positive, proactive oral health habits, especially when it comes to brushing and flossing."



Despite the recent decline, the average cash gift left by the Tooth Fairy has increased 285 percent from \$1.30 to \$5.01 per tooth since the poll's inception in 1998. According to the poll, nearly 1 in 5 parents say the Tooth Fairy helps teach their child about the value of money, which could make her budget-conscious ways a good lesson for children. U.S. regional ranking for the average value of a lost tooth:

- South (\$5.71): Overtook the West by a mere two cents to lead the U.S., and the only region to experience a year-over-year increase, up from \$5.51 in 2024.
- West (\$5.69): Despite surpassing the national average, the region experienced a significant 33 percent drop for a lost tooth, returning close to its 2021 average of \$5.54.

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- Northeast (\$4.59): Dropped by 33 percent and fell below \$5.00 per tooth for the first time since 2020.
- Midwest (\$3.46): Continued to significantly trail the national average for a second consecutive year at under \$4.00 per tooth.

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