

# Market potential in Indian dental industry

## Facts and Figures

- The Indian market with its one billion plus population, presents lucrative and diverse opportunities for exporters with the right products, services, and commitment.
- India's requirements for equipment and services for major sectors such as energy, environment, healthcare, high-tech infrastructure, transportation and defence will exceed tens of billions of dollars in the mid-term as the Indian economy further globalizes and expands.
- India's GDP, with 8.7% growth for 2007-08 and expected to grow at 9 % in 2010-11, makes it one of the fastest growing economies in the world and the second fastest in Asia.
- India has the potential for a sustained growth of 8-10% in the next couple of years. This is the time for companies to enter the ever growing Indian market.

## Dental care in india

- There are more than 1,25,000 dental professionals in India, 291 Dental Institutes, and 5000 Dental Laboratories. Approximately 7,000 dentists are practising in Mumbai
- About 291 institutes offer dentistry qualifications for 80,000 dental students in India, producing 20,000 dental graduates/year

## Dental Market

- As per capita income and standard of living in India is growing, population in India is becoming health conscious, with increase in amount of money at their disposal, shaping a new market which is giving increasing importance to healthy teeth and dental cosmetics.
- The Indian dental care services market is estimated at about US\$ 600 million and dental equipment and appliances market is around US\$ 90 million, with a yearly growth rate of 10% p.a.

- Growth rates up to 30% are forecast for the dental product market in the coming years.
- FDI inflows during April - November 2008 were US \$ 23.3 billion recording a growth of 45% over the same period in 2007.
- Imports account for around 40% of the market volume. Major dental imports include:

**Dental furniture: US\$ 12 million**  
**Dental cements: US\$ 10 million**  
**Radiation apparatus: US\$ 8 million**

- Both the government and private sector hospitals are in the process of upgrading the facilities.
- An increasing number of private clinics are offering a variety of medical services, but some of them are mostly oriented on dental care. Some financial investment groups are building hospitals with dental specializations, offering general dental care, orthodontics, endodontics, periodontics, oral surgery, prosthodontics and pedodontics.
- Currently, there are more than 10,000 dental clinics in India. This rising number of private facilities is boosting demand for modern equipment, as they focus on higher-income Indian consumers and foreign dental tourists, often providing complete packages including lodging and restoration possibilities.
- This form of dental care is becoming more and more important, considering that prices in India, such as implants, are around 70% lower than in Europe and USA.
- Several foreign companies are already investing in the Indian dental market by establishing their production units. India is therefore becoming a manufacturing hub, supplying dental equipment and material