

# **India Dental Services Industry Outlook to 2018 - Rising Demand for Quality Dental Treatments to Escalate Growth**

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## **Abstracts**

The report titled “India Dental Services Industry Outlook to 2018- Rising Demand for Quality Dental Treatments to Escalate Growth” presents a comprehensive analysis of the industry covering aspects including market size by revenue and market segmentation by major types of services taken by patients including endodontic, prosthodontic, orthodontic, periodontic, implantology, cosmetic dental services and on the basis of revenue generated by entrepreneurs and dental clinic chains. The market has also been segmented on the basis of services taken by domestic and foreign customers and revenue generation by cities. The report also entails a detailed description on cost structure of the dental services and patient profile along with the recent trends and developments in the market and profile of major dental chains in the country.

Despite the introduction of basic healthcare amenities in the country, Indian people continue to be affected by numerous dental diseases. These include oral cavity, tooth decay, gum disease, facial pain, tooth loss, oral cancer, mal-aligned teeth and mouth odor. In India, a majority of the population lives in rural areas, which has lower media penetration. Henceforth, the awareness about the importance of oral hygiene and dental care is very low. Additionally, the lower disposable incomes of a substantial part of this segment have also been posing constraints for the development of the dental healthcare sector in India. India has been witnessing an unequal dentist distribution both in rural and urban areas. In 2013, the dentist to population ratio in urban areas was 1:10,000, whereas rural areas have one dentist serving the population of 250,000 people in the same year. It was found that a considerable proportion of the rural population suffers from missing tooth problem.

The endodontic dental service has been the predominating revenue segment in the dental care services market over the years. The root canal treatment and other endodontic services including abscessed teeth and gum, apicoectomy, hemisection, endodontic surgeries, post and core and internal bleaching held a share of nearly ~% in the dental care services market revenue in 2013 followed by prosthodontic dental care services which occupied ~% share in the market. Braces have contributed a considerable revenue share in the dental care services market over the years and registered a figure of ~% in the market revenue in 2013.

Some key findings of the research were: ~% of revenue was generated by endodontic dental services in the Tier-1 cities. Tier -1 cities include Delhi, Mumbai, Kolkata, Chennai and along with few others. Dentists operating from the Tier-2 cities such as Chandigarh, Patna, Ludhina, Pune, Jaipur and others contributed ~% share in terms of revenue from root canal treatment service and also from other endodontic services in 2013. From rural and semi urban areas, the revenue contribution of endodontic service was approximately ~% during the same year. orthodontics service have contributed ~% of tier-1 cities for the dental professionals. This service had a contribution of nearly ~% share in tier-2 cities and only 7% share in slum, rural and semi urban areas in 2013. Cosmetic service accumulated a share of ~% in terms of revenue in tier-1 cities and around ~% in tier-2 cities in 2013.

The dental clinic chains have grown rapidly in the country. An increase in the disposable income and a subsequent rise per capita healthcare expenditures amongst the masses, supported by growing awareness about healthcare in the recent times have been the prime factors augmenting the growth. As of 2013, the contribution of dental clinic chains to the dental services market revenue has increased to ~%. Clove Dental Group, Axiss Dental, Apollo Dental, Dentistree along with few others are some of the leading dental clinic chains operating in the country.

## **KEY TOPICS COVERED IN THE REPORT**

India Dental Services Market Size by Revenue, 2008-2013

India Dental Services Market Segmentation by Types of Services, by foreign and domestic consumers and by entrepreneurs and dental chains, 2013

India Dental Services Market Segmentation by different cities, 2013

Dentistry Personnel Profile covering Number of Dentists in India, 2008-2013,

dentist to population ratio in India, dental institutes in India

Cost Structure of major types of dental services by treatment time, stay period and target audience

Profile of dental patients in India

Key Issues and Challenges of dental services industry in India

Recent trends and developments in dental services market in India

Role of Government and Major Associations in dental services industry in India

Profile of Major Dental Chains in India

Future Outlook and Projections of dental services market in India, 2014-2018

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