

Dental Bridge from South Korea marks entry into Indian market

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Dental Bridge is a major player in the Korean facial aesthetics market



In a significant move to advance facial aesthetics treatments in India, Dbridge India, a subsidiary of South Korea's Dental Bridge Co., has launched their platform "Doctorbridge" to link medical device manufacturers with end-users, especially doctors. Their unique strategy involves establishing a robust online ecosystem and prioritising continuous clinical education, fostering knowledge exchange among doctors on a global scale.

India, with a growing market expected to reach \$2.67 billion by 2028, is experiencing a surge in demand for facial aesthetics procedures. This is driven by factors like increased disposable income, impact of social media, and a growing interest in anti-aging solutions.

Dental Bridge is a major player in the Korean facial aesthetics market, and their subsidiary Dbridge India is bringing the latest trends and techniques for those aspiring to achieve the coveted 'Korean Glass Skin' look.

Dbridge has started their foray in the market by launching 'DoctorBridge – a platform for dentists and doctors, at the World Dental Show (WDS) in Mumbai and the Annual Conference of the Association of Oral and Maxillofacial Surgeons of India (AOMSI) at Delhi last November. It has already secured numerous MoUs with renowned doctors in India for future collaborations.

Recently, Dbridge India was also part of the K-Startup Center (KSC) India 2023 programme which is run by The Circle FC, business accelerator based in Gurugram.