



# Indian Pharmaceutical Market Quarterly Insights – Q1 2023<sub>(Jan-Mar)</sub>

Report Release Date: May 2023  
Dataset: TSA March 2023

# Market reflected growth of 15% in Q1 2023



- Overall IPM market size: ₹200K Cr. (MAT Mar); ₹ 50,361 Cr (Q1 Mar 2023)
- Growth in Sales Value Previous Period Growth ('PPG'): 8% (MAT); 15% (Q1 2023)
- Chronic TAs and Acute TAs both grew at same rate (15% PPG) in Q1 2023



- Amongst **Chronic TAs**, **Cardiac** registered robust growth of 13% (PPG) and also led in terms of absolute incremental value, followed by **Chronic Respiratory 29%** (PPG) and **Neuro/CNS 13%** (PPG) .
- **Anti-neoplast, Pain, Uro, Hormones** also registered double digit growth



- **Anti-infectives** led the growth for Acute TA's with a growth of 28% (PPG). **Gastro** and **Pain Acute** each grew at 15% (PPG)
- **Respiratory Acute** also grew in double digits
- **VMN** and **Derma** grew in single digits.

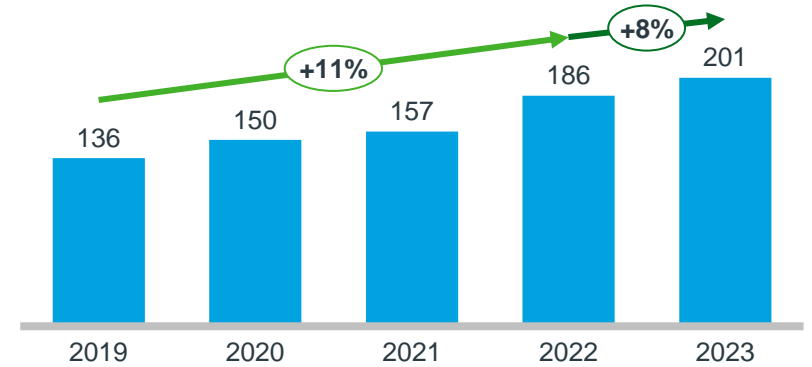


- Relative performance: **Indian Pharma** Cos grew faster at 16% (PPG) compared to **MNCs** which grew at 10% (PPG) for **Q1 2023**
- Sun, Cipla, Mankind, Alkem reflected good growth among Top Indian Pharma Co's while Abbott, GSK, AstraZeneca reflected good growths among Top MNC Pharma Co's

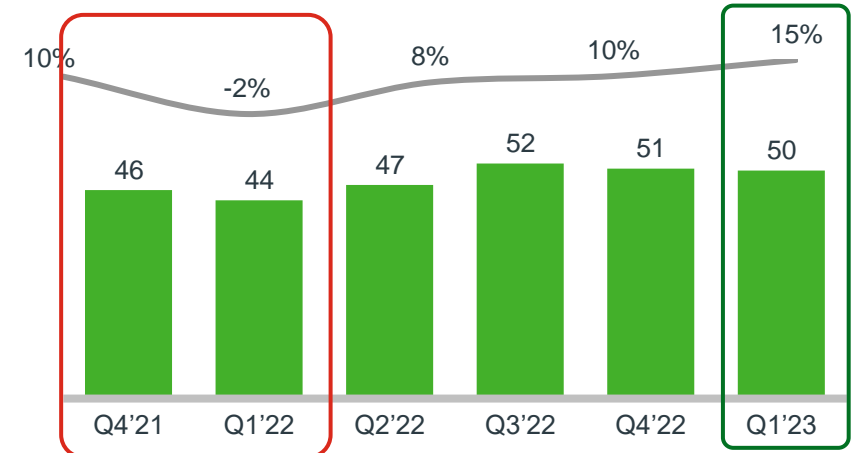


- Number of **new launches** have increased by 26% in 2023 as compared to 2022

## MAT Progress, Val ₹ '000 Cr.



## QTR Progress, Val ₹ '000 Cr.



MAT Mar 2023 vs. MAT Mar 2022 as well as Qtr. Jan-Mar 2023 vs. Qtr. Jan-Mar 2022 growth

Source: IQVIA TSA Mar 2023

# Acute market growth of 15% majorly due to growth from AI, Pain and GI therapies

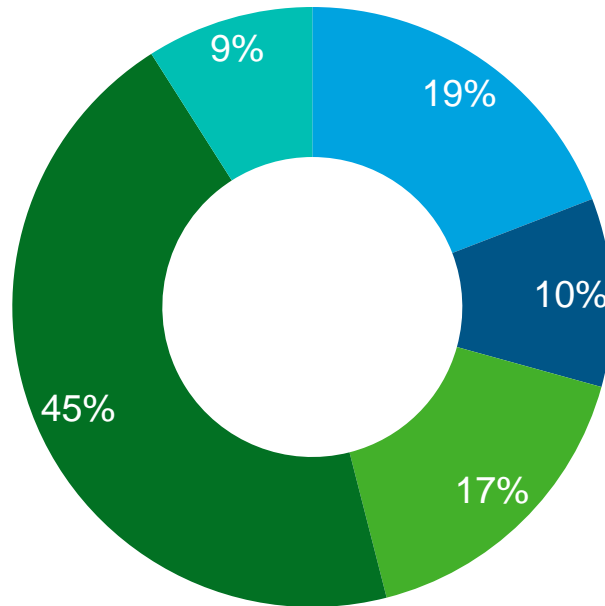


## Anti-Infectives

- Previous period growth: Value: **28%**; Unit: **13%**  
Sequential quarter growth: Value: **0%**; Unit: **-4%**
- Cephalosporins, which contributes ~**43%** of total AI therapy, grew by **-30%** (PPG) growth. Macrolides and Quinolones grew at **16%** (PPG) and **8%** (PPG) respectively.
- Azithromycin contributing to 64% of Macrolides grew at **5%** (PPG)
- High growth was seen from Ampicillin/ Amoxycillin at **42%** (PPG)
- Carbapenems showed growth of **35%** (PPG) majorly due to Meropenem **36%** (PPG) and Faropenem **41%** (PPG)

## Respiratory (Acute)

- Previous period growth: Value: **22%**; Unit: **11%**  
Sequential quarter growth: Value: **1%**; Unit: **-4%**
- Cough preparations contributing ~**58%** of total therapy sales have shown growth of **33%** PPG. Levosalbutamol and Comb have shown fastest growth of **72%** PPG in Cough prep market
- Cold Preparations grew at **15%** (PPG) majorly due to Cold Prep Liq market which grew at **27%** PPG and Antihistamines, systemic reflected good growth of **11%** (PPG)



AI Pain GI Others Respi

## Pain

- Previous period growth: Value: **15%**; Unit: **1%**  
Sequential quarter growth: Value: **-3%**; Unit: **-4%**
- Antirheumatic, Nonsteroidal market which contributes to **44%** of Pain market reflected growth of **14%** (PPG) driving the growth for Pain market
- While Anti-Pyretics amongst largest categories have shown growth of **20%** (PPG), Muscle relaxants amongst smaller ones has shown growth of **12%** (PPG)
- Paracetamol Oral Solids have shown single digit growth at **3%** (PPG) whereas Para Liquids have shown growth of **49%** (PPG)

## Gastro - Intestinal

- Previous period growth: Value: **15%**; Unit: **8%**  
Sequential quarter growth: Value: **5%**; Unit: **14%**
- Antipeptic ulcerants and Laxatives have reflected growth of **12%** and **16%** (PPG) respectively
- Pantoprazole+Domperidone and Rabeprazole+Domperidone continue to grow at **10%** and **6%** (PPG) respectively.

# Chronic therapies also displayed growth of 15% (PPG)

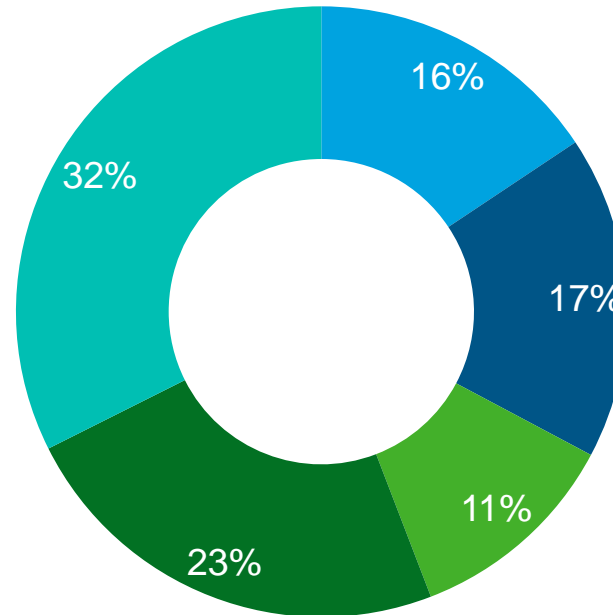


## Cardiac

- Previous period growth: Value: **13%**; Unit: **4%**  
Sequential quarter growth: Value: **1%**; Unit: **0%**
- Statins & Hypotensives both grew at **16%** (PPG) each. They together contribute **~39%** of TA sales
- Other Cardiac therapies viz. Hypotensive Diuretics, ARB have registered single digit growth
- Anticoagulants grew by **8%** (PPG) majorly due to Ticagrelor growing at **27%** (PPG). However, Enoxaparin which contributes to **27%** reflected degrowth of **-4%** (PPG)

## Respiratory (Chronic)

- Previous period growth: Value: **29%** and Unit: **39%**  
Sequential quarter growth: Value: **0%** and Unit: **-2%**
- Montelukast and comb market grew at **22%** (PPG)
- Montelukast + Levocetirizine grew at **13%** (PPG) growth
- Bilastine+Montelukast showed exceptional growth of **61%** (PPG)



■ Neuro ■ Others ■ Respi ■ Anti-Diabetes ■ Cardiac

## Anti-Diabetes

- Previous period growth: Value: **9%**; Unit: **4%**  
Sequential quarter growth: Value: **0%** Unit: **-3%**
- Glimepiride + Metformin (Traditional Oral Anti-Diabetes) contributing to **~17%** to diabetes therapy has shown growth of **11%** (PPG)
- Glimipiride+Metformin+Voglibose contributing to **~6%** to diabetes therapy has also reflected **11%** (PPG)
- Vildagliptin + Metformin grew at single digit of **1%** (PPG) whereas Vildagliptin de-grew at **-13%** (PPG)
- Insulin market showed single digit growth of **9%** (PPG)

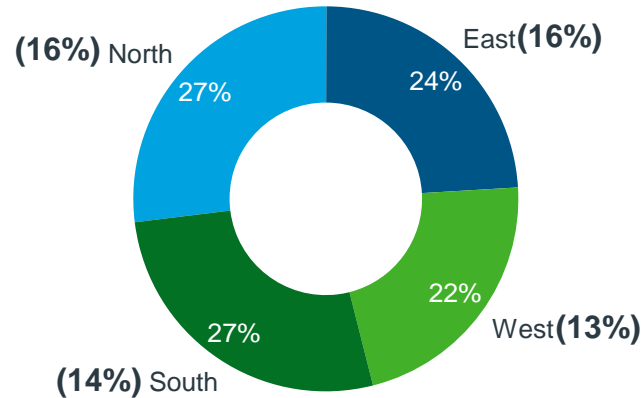
## Neuro / CNS

- Previous period growth: Value: **23%**; Unit: **13%**  
Sequential quarter growth: Value: **1%** Unit **3%**
- Anti-Depressant and Anti-Epileptics, which together constitute **51%** of the TA, grew at **14%** (PPG) each
- Gabapentin + Nortriptyline within Antiepileptics has shown high growth of **22%** (PPG) and Brivaracetam showed fastest rate of growth of **58%** (PPG)

# South and North zones continue to be highest contributing zones. Extra Urban market and Metros grew at 15% each. Class 1 market showed 14% growth

## Zonal Dynamics

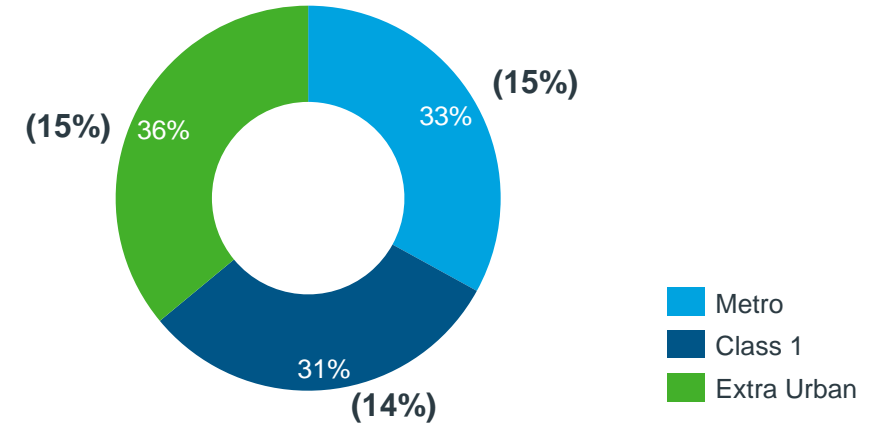
Qtr. Jan - Mar 23: ₹ 50,361 Cr., QOQ Gr (15%)



- **South & North** are leading zones by contribution; South growing at **14%** PPG and North at **16%** PPG with most incremental coming from Uttar Pradesh, Delhi, Telangana, Karnataka and Tamil Nadu.
- **West zone** showed growth of **13%** due to Maharashtra, Gujarat, Madhya Pradesh regions growing in double digit. However, Mumbai and Goa grew in single digit
- **East zone's** growth of **16%** was driven by Assam, Bihar, West Bengal, Kolkata, Orissa and Jharkhand. Whereas Chhattisgarh grew at **8%** (PPG)
- Amongst the top 15 regions, **Uttar Pradesh (13% PPG)**, **Maharashtra (16% PPG)**, **West Bengal (24% PPG)**, **Karnataka (15% PPG)**, Bihar (**16% PPG**), **Kerala (13% PPG)**, **Tamil Nadu (13% PPG)**, **Telangana (20% PPG)** were the top growing regions.

## Town Class Analysis

Qtr. Jan - Mar 23: ₹ 50,361 Cr., QOQ Gr (15%)



- **Extra Urban** reflected growth of **15%** PPG
- **Metros** and **Class 1** both grew at **15%** PPG and **14%** PPG respectively
- **Metros** indicated higher growths primarily led by **Delhi (23% PPG)**, **Calcutta (12% PPG)**, **Hyderabad (22% PPG)**, **Bangalore (23% PPG)**, **Chennai (12% PPG)**, **Pune (22% PPG)**, **Ahmedabad (17% PPG)** and **Patna (20% PPG)**

# Thank You

To learn more about market drivers, current and emerging trends, current growth patterns, and market challenges contact us [here](#)

