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CCI aims to identify regulatory and policy levers to improve pharma market outcomes

18 November 2021 | News

Efficient market outcomes are of immense importance as most patients lack insurance coverage and pay out-of-pocket for medicines



The Competition Commission of India (CCI) has released a report titled 'Market Study on the Pharmaceutical Sector in India: Key Findings and Observations'.

With the overarching objective of understanding the factors that influence price competition in the pharmaceutical sector, the study is focused on the specific realms of pharmaceutical distribution and the role of trade associations therein, trade margins, online pharmacies and the prevalence of branded generic drugs in India and its implications for competition.

Since the pharmaceutical sector is a regulated sector, the study also attempted to explore the areas of interface between regulation and competition with a view to ascertain the CCI's advocacy priorities.

The report summarises the main findings and the CCI's observations based on the study. It is expected that the insights gained from the market study will inform and contribute significantly to the design of the pharma market in India to help attain the objective of affordable medicines for all.