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Gastro intestinals segment touches Rs 28,665 Cr for Dec MAT 2025 with acute and episodic nature: Pharmarack

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Pandemic-era spikes in antacids and probiotics have normalised, resulting in single-digit MAT Dec 2025 growth



Within the Indian pharmaceutical market (IPM) the gastro intestinal therapy segment continues to reflect its inherently acute and episodic nature, with growth largely shaped by seasonal demand patterns. In MAT Dec 2025, the category recorded a total market value of Rs 28,665 with a value growth of 6 per cent, signalling steady but moderated expansion following the pandemic-led surge, according to Pharmarack Technologies.

In a presentation on Highlights of 2025 and what 2026 has in store for IPM, Sheetal Sapale, Vice President – Commercial, Pharmarack Technologies said that Antacids, the largest contributor, accounted for 38 per cent of the market with a value of Rs 10,903, registering a value growth of 6 per cent. Laxatives contributed 8 per cent to the overall market, clocking Rs 2,390 and a 6 per cent value growth, while probiotics, with a 7 per cent share and Rs 2,059 in value, outperformed the category with an 8 per cent growth. Anti-infectives and anti-diarrhoeals also contributed 7 per cent, valued at Rs 2,013, though growth remained muted at 4 per cent, reflecting the seasonal and acute nature of usage.

She further noted that Pandemic-era spikes in antacids and probiotics have normalised, resulting in single-digit MAT Dec 2025 growth despite a relatively higher five-year CAGR. Over the last two years, the launch of six new molecules and combinations—Vonoprazan, Elobixibat, Fexuprazan, Plecanatide, Linaclotide and Tegoprazan—highlights continued innovation within this mature category.

Commenting on the outlook, Sheetal Sapale said that gastro therapy growth is increasingly value-driven, shaped by pricing actions and targeted innovation rather than sustained volume expansion.