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Rising awareness, and growing emphasis on prophylactic care to drive steady growth of vaccines in 2026: Sheetal Sapale

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Looking ahead to 2026, the vaccines segment is expected to remain a low-volatility, high-relevance growth pillar



The vaccines segment in the Indian pharmaceutical market continued its steady upward trajectory in December 2025, supported by predictable birth cohorts, rising adult immunization awareness, and a growing emphasis on preventive healthcare. Despite no major new molecule or combination launches in the last two years, the category demonstrated resilience, underlining the structural strength of prophylactic therapies in India's evolving healthcare landscape.

In value terms, the vaccines market clocked total sales of Rs 2,313 crore, registering a 17 per cent year-on-year value growth, driven primarily by 10 per cent volume growth and a 5 per cent price increase, while new product contribution remained marginal at 2 per cent. Growth acceleration during the year was largely powered by adult immunisation, increased rabies and influenza uptake, and sustained demand for immunoglobulins, reflecting expanding use beyond paediatric vaccination programmes.

Among subgroups, Bacterial Vaccines and Viral Vaccines each contributed 25 per cent of the overall vaccines value, with bacterial vaccines delivering a strong 20 per cent value growth to Rs 589 crore, backed by 12 per cent volume growth and 6 per cent price growth. Viral vaccines reached Rs 583 crore, growing at a more moderate 8 per cent, indicating stable but mature demand patterns. Combination vaccines, accounting for 19 per cent share, recorded one of the fastest expansions, growing 20 per cent to Rs 440 crore, highlighting continued preference for simplified immunisation schedules. Antitoxic Sera, with a 14 per cent contribution, grew 13 per cent to Rs 323 crore, supported mainly by volume-led demand, particularly in emergency and exposure-driven use cases.

Commenting on the trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, said, "Predictable birth cohorts, rising awareness, and growing emphasis on prophylactic care continue to drive steady growth in the vaccines segment."

Looking ahead to 2026, the vaccines segment is expected to remain a low-volatility, high-relevance growth pillar, benefiting from public health prioritisation, expanding private market participation, and increasing integration of preventive care into routine healthcare decision-making.