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Indoco, FDC lead acute therapy focus among top companies in pharma market

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Acute therapies remain a significant contributor to overall pharmaceutical sales



Acute therapies continue to remain a key pillar of the Indian Pharma Market (IPM), driven by strong demand for treatments related to infections, respiratory ailments, gastrointestinal disorders, and pain management. These therapies, typically prescribed for short durations ranging from seven to thirty days, are largely volume driven and closely linked to seasonal disease patterns across the country.

According to Pharmarack data, acute therapies account for 44 per cent of the Indian Pharma Market as of MAT February 2026. While the market has gradually shifted toward chronic and sub-chronic therapies due to the growing burden of lifestyle diseases, several leading pharmaceutical companies continue to maintain a strong presence in the acute therapy segment.

Among the top 40 companies in the Indian Pharma Market, Indoco leads the acute therapy space with 85 per cent of its portfolio focused on acute treatments. FDC follows closely with 82 per cent, while Blue Cross Laboratories has 78 per cent of its portfolio concentrated in acute therapies. Aristo Pharmaceuticals also demonstrates a strong orientation toward acute treatments, with 68 per cent of its portfolio in the segment, while GSK rounds out the top five with 62 per cent of its portfolio driven by acute therapies.

These companies have built strong branded portfolios across high-volume therapy areas such as anti-infectives, gastroenterology, respiratory care, and pain management, enabling them to maintain a solid presence in acute therapies despite the broader market shift toward chronic disease management.

Commenting on the trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, said that while the Indian Pharma Market is witnessing a structural shift toward chronic and lifestyle-related therapies, acute therapies will continue to remain a stable and important segment of the market.

“The changing dynamics of the Indian Pharma Market indicate a gradual shift from seasonal demand-driven acute therapies to lifestyle-driven non-communicable diseases that require chronic or sub-chronic treatment. However, acute therapies continue to play a vital role in the healthcare ecosystem as they are largely volume driven and linked to seasonal disease patterns. As a result, they are expected to maintain steady demand in the coming years,” Sheetal said.

Although chronic and sub-chronic therapies now account for 56 per cent of the Indian Pharma Market, acute therapies remain a significant contributor to overall pharmaceutical sales and are expected to continue delivering stable growth driven by recurring seasonal healthcare needs.