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Top pharma companies continue strong focus on acute therapies despite rise of chronic care in IPM: Sheetal Sapale

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Acute therapies, typically prescribed for 7 to 30 days, are closely linked to seasonal illnesses



The changing dynamics of the Indian Pharma Market (IPM) indicate a gradual shift from stable, seasonal demand-driven acute therapies to lifestyle-driven non-communicable diseases that are more chronic or sub-chronic in nature. While acute therapies are largely volume driven, chronic and sub-chronic therapies are value driven and supported by premiumisation trends. Many Indian pharmaceutical companies have adopted different strategic levers to align with the changing disease patterns in the country.

Sharing details about the market Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies noted that several leading companies have strengthened their presence in chronic and sub-chronic segments by building legacy brands, forming partnerships, pursuing acquisitions, investing in research and development, and leveraging off-patent opportunities. However, acute therapies continue to remain an important pillar of the Indian Pharma Market, particularly due to their strong connection with seasonal disease patterns and widespread patient demand.

Sheetal further observed that two decades ago, acute therapy was the dominant segment, contributing more than 60 per cent of the Indian Pharma Market. Although the share of acute therapies has gradually declined over time, they still account for a significant portion of the market. As of MAT February 2026, acute therapies contribute 44 per cent of the IPM, compared with 47 per cent in MAT February 2022. Chronic therapies account for 35 per cent, while sub-chronic therapies contribute 21 per cent, taking the combined share of chronic and sub-chronic segments to 56 per cent of the overall market.

Acute therapies, typically prescribed for 7 to 30 days, are closely linked to seasonal illnesses such as infections, respiratory conditions, and gastrointestinal diseases. These therapies remain largely volume driven and are considered mature segments of the pharmaceutical market. As a result, acute therapies are expected to continue delivering steady growth, supported by recurring seasonal disease patterns and widespread demand across urban and rural healthcare settings.

At the same time, chronic and sub-chronic therapies are expected to grow at a faster pace due to the increasing prevalence of lifestyle-related diseases. It is estimated that by 2026, non-communicable diseases could account for nearly 70 per cent of the disease burden in the country, reinforcing the long-term shift toward chronic care. However, acute therapies will continue to play a critical role in the healthcare ecosystem, ensuring sustained demand and maintaining their relevance within the evolving Indian Pharma Market.