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Indiaâ??s GLP-1 Agonist market jumps from Rs 121 Cr to Rs 1,736 Cr in four years

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Driven primarily by the rapid adoption of injectable therapies



The Indian Pharmaceutical Market (IPM) for GLP-1 agonists has witnessed explosive growth since 2022, with the market expanding more than threefold in value over the past year alone. According to data from Pharmarack Technologies, the overall GLP-1 agonist market surged from Rs 121 crore in MAT April 2022 to Rs 1,736 crore by MAT April 2026, driven primarily by the rapid adoption of injectable therapies such as Semaglutide and Tirzepatide. The injectable GLP-1 segment alone grew from Rs 105 crore in April 2022 to Rs 1,408 crore in April 2026, highlighting a major shift in diabetes and obesity management trends in India.

The launch and aggressive uptake of Semaglutide and Tirzepatide injections in 2025 significantly accelerated market momentum. Tirzepatide emerged as the largest contributor, accounting for nearly 78 per cent of the injectable GLP-1 market value by April 2026, while Semaglutide contributed around 30 per cent of the overall GLP-1 agonist market. Legacy molecules such as Dulaglutide and Liraglutide continued to maintain a presence, though their relative market share declined amid the surge of newer therapies.

A key trend reshaping the segment has been the entry of generic players, which has significantly expanded market access and affordability. Monthly market data between November 2025 and April 2026 showed that Semaglutide generics nearly doubled market size in some months, with the molecule registering a market multiplier of 1.8x in April 2026 compared to February 2026. Multiple brands launched at economical price points helped broaden patient adoption beyond premium urban segments.

Several factors have contributed to this unprecedented growth. These include increasing awareness and “concept acceptance” of GLP-1 therapies even before injectable launches in India, improved patient convenience due to user-friendly injection devices, wider reach through partnerships forged by innovator companies, and strategic price reductions aimed at improving affordability. The expansion was further amplified by the entry of multiple generic brands, which improved accessibility across geographies and physician segments.

Despite rising generic competition, innovator brands in both the Semaglutide and Tirzepatide categories have managed to retain strong market positions. Leading innovator brands in the Semaglutide space include Ozempic, Wegovy, and Rybelsus, while Mounjaro continues to dominate the Tirzepatide market.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that the GLP-1 agonist segment has transitioned from a niche diabetes therapy category into one of the fastest-growing pharmaceutical segments in India, supported by innovation, affordability, and expanding patient awareness.

Narayan Kulkarni

Narayan.Kulkarni@mmactiv.com