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# Oral semaglutide volumes surge as generics challenges innovator dominance

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**Total oral semaglutide market remained relatively stable**



The oral semaglutide market in India is undergoing a major transformation following the entry of generic brands such as Semalix and Sembolic (in April), which are rapidly altering the competitive landscape of the GLP-1 therapy segment. According to data from Pharmarack Technologies, the category has not witnessed the kind of steep value expansion seen in injectable GLP-1 therapies, but it has demonstrated a significant surge in consumption volumes after the launch of generics, signalling a shift toward broader affordability and mass-market adoption.

The total oral semaglutide market remained relatively stable in value terms at approximately Rs 22–27 crore between November 2025 and April 2026, suggesting that pricing pressures from generic competition have limited overall revenue growth.

However, the same period recorded a substantial increase in unit consumption, with total market volumes rising from 892,000 units in February 2026 to 1.257 million units in April 2026, representing nearly 40 per cent growth within just two months. This sharp acceleration in volumes indicates that lower-priced generic alternatives are unlocking previously untapped demand among patients who may have found innovator therapies financially inaccessible.

The data further highlights a clear redistribution of market share within the category. Volumes for innovator brand Rybelsus declined from 868,000 units in March 2026 to 789,000 units in April 2026, while generic brands scaled aggressively from 73,000 units to 468,000 units during the same period. This trend suggests that generics are not only expanding the overall market but are also actively cannibalizing the innovator segment by offering more cost-effective treatment options. The rapid uptake of generics reflects strong physician and patient acceptance, particularly in India’s highly price-sensitive chronic therapy market, where affordability often plays a decisive role in long-term treatment adherence.

The shift could significantly broaden the reach of oral GLP-1 therapies beyond premium urban consumers and specialist-led prescriptions into tier-2 and tier-3 markets, where cost barriers have historically restricted access to advanced diabetes and obesity-management therapies. The emergence of lower-cost oral semaglutide options may also encourage earlier adoption among patients who were previously managed with conventional oral anti-diabetic drugs before escalating to injectable therapies.

In contrast to injectable GLP-1 agonists, which continue to remain premium-priced and value-driven, the oral semaglutide category in India is increasingly evolving into a high-volume, accessibility-led market where pricing competitiveness, prescription reach, and distribution strength are likely to determine future leadership.

Commenting on the evolving market dynamics, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that although the oral GLP-1 segment has not expanded exponentially in value terms, generic launches have significantly accelerated consumption volumes and improved patient access. The trend, she indicated, reflects substantial latent demand for affordable oral semaglutide therapies and points toward a more competitive phase for the Indian GLP-1 market as additional generic players are expected to enter the segment in the coming months.

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