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Dermatology, Wellness and Womenâ??s Health Therapies to See Strongest Gen Z Influence in IPM: Sheetal Sapale

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Lifestyle choices, digital habits, and social media reshaping pharma demand patterns



The Indian Pharmaceutical Market (IPM) is expected to witness significant shifts in therapy consumption patterns as Gen Z emerges as a major healthcare consumer segment, with categories linked to wellness, appearance, lifestyle management, and preventive healthcare likely to see the strongest growth.

In a presentation on “Decoding Gen Z,” Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, highlighted that Gen Z’s lifestyle choices, digital behaviour, preventive mindset, and wellness-focused approach are reshaping demand across several therapy segments within the Indian pharma industry.

According to Sheetal Sapale, therapies with high Gen Z influence are primarily driven by lifestyle disruption, appearance consciousness, preventive healthcare awareness, mental stress, infection exposure, and changing social behaviour. Among these, dermatology is emerging as one of the most prominent categories influenced by younger consumers. Acne treatments, antifungal products, hair fall therapies, cosmetic dermatology, and sunscreens are witnessing stronger demand due to increasing social media exposure, pollution, stress, and growing focus on personal appearance and self-image.

Women’s health and gynaecology therapies are also becoming increasingly important among Gen Z consumers. Sheetal Sapale noted that menstrual health consultations, PCOS management, contraceptives, anaemia therapies, and hormonal treatments are seeing rising adoption due to greater awareness, reduced stigma around reproductive health, and increased willingness among younger consumers to seek early medical intervention.

She further highlighted that infectious disease therapies continue to remain relevant for Gen Z because of dense social interactions, hostel living, shared accommodations, crowded environments, and outside food consumption. Respiratory therapies are also expected to witness rising demand due to pollution exposure, allergies, vaping, smoking, and increasing respiratory sensitivity among urban youth populations.

Pain management therapies have also emerged as a surprisingly high-consumption category among Gen Z consumers. Headaches, migraines, menstrual pain, posture-related discomfort, screen exposure, sleep disruption, and fitness overexertion are contributing to increased demand for analgesics and pain relief products.

Nutritionals and wellness supplements are another fast-growing segment influenced by Gen Z. Vitamins, immunity boosters, protein supplements, iron supplements, biotin, and preventive wellness products are becoming increasingly popular as younger consumers proactively invest in fitness, productivity, energy management, and long-term wellness optimization.

Sheetal Sapale also pointed to the rising incidence of fatty liver conditions among younger populations, driven by junk food consumption, carbonated beverages, irregular eating habits, poor sleep cycles, and sedentary lifestyles. This is creating new opportunities for hepatology-linked therapies and preventive nutritional products.

She observed that adult vaccination awareness is also improving among Gen Z consumers, with increasing acceptance of HPV vaccines and preventive immunization programs driven by social media awareness and digital healthcare education.

Sexual wellness products are witnessing growing relevance as well, supported by changing relationship dynamics, increasing openness around sexual health discussions, delayed marriages, and lifestyle-related fertility concerns.

Oral care and stomatological therapies are also seeing stronger engagement due to appearance consciousness, vaping-related oral problems, sugary diets, stress-related ulcers, and social media-driven focus on smiles and aesthetics.

Meanwhile, gastro therapies are gaining traction because of irregular eating schedules, processed food consumption, stress eating, digestive sensitivity, and sedentary lifestyles commonly observed among younger consumers.

Sheetal Sapale further explained that ophthalmology and ENT-related therapies are increasingly influenced by excessive screen exposure, gaming culture, binge watching, online learning, blue light exposure, and prolonged earphone usage. Dry eyes, headaches, eye strain, sleep disruption, and ear infections are becoming more common among younger users with heavy digital lifestyles.

However, she noted that therapies related to major chronic diseases continue to remain relatively lower among Gen Z consumers, primarily because individuals below the age of 30 still retain higher physical resilience. Nevertheless, Sheetal Sapale also observed that as this generation enters its mid-30s and 40s over the next decade, chronic therapy consumption is expected to rise significantly due to accumulated lifestyle stress and long-term health risks.

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