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The Next Pharma Boom Will Be Driven by Gen Z Choices: Sheetal Sapale

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Gen Z values experiences over material possessions, seeks flexibility and work-life balance



The Indian Pharmaceutical Market (IPM) is entering a transformative phase as Gen Z emerges as a key force influencing healthcare consumption, treatment preferences, and wellness trends across the country. In a presentation on “Decoding Gen Z,” Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, highlighted how this digitally native generation is reshaping the future of the Indian pharma industry through its distinct lifestyle choices, preventive healthcare mindset, and technology-driven behaviour.

According to Sheetal Sapale, Gen Z differs significantly from previous generations in terms of priorities, aspirations, and healthcare engagement. While earlier generations were largely treatment-focused and reactive toward illness, Gen Z is prevention-oriented and wellness-conscious. Fitness, mental health, self-care, appearance management, and lifestyle optimization are central to their daily routines.

She noted that Gen Z values experiences over material possessions, seeks flexibility and work-life balance, and prefers personalised solutions across healthcare and wellness categories. This generation is also highly influenced by social media, peer communities, digital reviews, and wellness influencers, making trust, authenticity, and transparency critical factors in healthcare decision-making.

Sheetal Sapale further stated that Gen Z consumers are highly proactive about monitoring their health through wearable devices, fitness apps, calorie trackers, sleep monitoring tools, and preventive diagnostics. Their healthcare choices are increasingly driven by performance, appearance, and long-term wellness rather than only disease treatment.

The presentation also highlighted how these behavioural shifts are expected to significantly influence the Indian pharmaceutical industry. Therapy segments such as dermatology, nutritionals, women’s health, gastro care, respiratory therapies, vaccines, ophthalmology, oral care, and sexual wellness are likely to witness stronger demand from Gen Z consumers.

Sheetal Sapale observed that digital healthcare ecosystems are becoming increasingly important for engaging this generation. E-pharmacies, telemedicine, quick commerce, app-based health tracking, direct-to-consumer wellness brands, and influencer-led healthcare discovery are rapidly gaining traction among younger consumers who prioritize convenience, speed, and seamless digital experiences.

She concluded that while chronic therapies will continue to remain important for long-term market growth, acute and lifestyle-linked therapies driven by Gen Z behaviour present a significant growth opportunity for the Indian Pharmaceutical Market over the next decade.