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Acute therapies gain momentum as monsoon lifts IPM demand: Pharmarack

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Chronic and sub-chronic therapies have followed a comparatively stable trajectory



The Indian Pharmaceutical Market (IPM) is witnessing a seasonal improvement in acute therapies with the onset of the monsoon, with the segment showing a sharper uptick from June and continuing into July 2026, according to data from Pharmarack Technologies.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that the IPM typically starts witnessing an uptick from June once the monsoon sets in, with acute therapies being the prominent beneficiaries of this seasonal movement.

Pharmarack's trend analysis comparing acute and chronic/sub-chronic therapies from January 2022 to July 2026 shows that acute therapies have a stronger seasonal response to monsoon conditions, while chronic and sub-chronic therapies have followed a comparatively stable trajectory.

The July movement comes against a broader positive market backdrop. The IPM recorded 12.1 per cent value growth in July 2026, compared with 10.2 per cent growth on a MAT basis. Unit growth for the IPM stood at 1.6 per cent in July, indicating that value growth continued to substantially outpace volume expansion.

The acute segment's improvement is significant because demand for these therapies is closely linked to seasonal disease patterns. Monsoon-related changes in infectious diseases, respiratory conditions and gastrointestinal illnesses typically increase demand for short-duration treatments.

According to Pharmarack's historical trend, the uptick in acute therapies is expected to become stronger in the next month. This suggests that August could see a further acceleration if monsoon conditions remain favourable.

However, the sustainability of the growth will depend on the progression of the monsoon over the next few months. A prolonged or geographically widespread monsoon could support continued demand for acute therapies, while an early withdrawal or uneven rainfall could moderate the seasonal boost.

The contrast with chronic and sub-chronic therapies also highlights the changing composition of pharmaceutical demand during the monsoon. Chronic therapies generally benefit from more predictable, recurring prescriptions, whereas acute therapies can experience relatively sharp month-to-month movements driven by seasonal conditions.

"With the IPM already delivering double-digit value growth, the performance of acute therapies during August and September will be closely watched to determine how much of the market's momentum is being supported by the monsoon-led seasonal cycle," Sheetal Sapale concluded.

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