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Anti-bacterials, cough and cold segments gain as monsoon lifts acute therapy demand: Pharmarack

15 August 2026 | News

Acute therapy recovery is taking place against a strong overall IPM performance



Several key acute pharmaceutical segments are gaining momentum with the onset of the monsoon, with anti-bacterials, cough and cold medicines, analgesics and oral electrolytes among the categories showing seasonal movement, according to Pharmarack Technologies.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that acute therapies typically begin to pick up from June as the monsoon sets in. Pharmarack's trend analysis indicates that the seasonal increase is becoming visible again in 2026.

The trend analysis tracks the value movement of key acute categories including anti-bacterials, oral electrolytes, analgesics and cough and cold medicines, as well as systemic antihistamines, anti-infectives and antidiarrhoeals and antispasmodics.

The monsoon-linked increase in these therapies reflects their sensitivity to seasonal disease patterns. Higher incidence of respiratory and infectious diseases can support demand for anti-bacterials and cough-and-cold medicines, while gastrointestinal illnesses and dehydration can increase demand for oral electrolytes and related therapies.

The acute therapy recovery is taking place against a strong overall IPM performance. The market recorded Rs 23,193 crore in sales in July 2026, up 12.1 per cent in value from the corresponding period a year earlier. Units increased 1.6 per cent during the month.

Pharmarack's historical trend indicates that the increase in acute therapies could strengthen further in August. This would be consistent with the seasonal pattern observed across previous monsoon periods.

However, Sheetal Sapale pointed out that the sustainability of the increase will depend on rainfall patterns and the progression of the monsoon over the coming months. A stronger and prolonged monsoon could support continued demand for acute therapies, while a weak or early-ending monsoon could moderate the trend.

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