

Pharmaceutical market facing ups and downs

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The Pharmaceutical market with a growth of 8.9% was reported at Rs 6262 crore for the month of June 2013. As per the IMS Health total sales audit, TSA, June 2013 " The market has remained fairly stable for the month of June 2013 with respect to May.

The breakdown of monsoon across the country, observed acute therapies, soar was offset to some extent by the subdued reaction from the trade to Drug Price Controlled Order (DPCO) 2013 announcement." It was seen products impacted by this regulation experienced a dip in primary purchases and stockings.

However a survey of stockists conducted by IMS health revealed that less than 40% of respondents had incomplete knowledge about DPCO 2013 and its implication. Clarity is still an concern particularly in North India, followed to some extent in East India.

The market is expected to recover over the next few months as issues around market regulations clear and register a FY 2013 growth between 11-13% as forecasted by the IMS Market Prognosis Report. Among the top 10 corporations for the month of June 2013 Alkem, Sun and Sanfoi were the fastest growing.

To add to it, surprisingly, leading pharma company Ranbaxy has dropped two ranks down where as GLaxoSmithKline climbed up two ranks in June.local companies have spurred up as fast as compared to MNCs.

Owing to the strong onset of monsoons all across the country, acute therapies grew at par with chronic segments. Simultaneously respiratory segment has overtaken anti-diabetics as the fastest growing therapy for June 2013 followed by a growth of 15.1% in anti-diabetics.