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GLP-1 diabetes injection market in India surges on rising demand and newer therapies: Pharmarack

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Segment is expected to witness further expansion as newer molecules enter the market



The GLP-1 agonist segment in India's diabetes injections market has witnessed rapid expansion over the past five years, driven by growing awareness around advanced diabetes therapies, rising obesity concerns and the launch of newer molecules with convenient dosing.

According to Pharmarack data, the GLP-1 agonist market has grown from Rs 106 crore in MAT February 2022 to Rs 1,446 crore in MAT February 2026, registering a sharp 178 per cent growth in the last year and a compound annual growth rate (CAGR) of around 92 per cent over the five-year period. The segment has emerged as one of the fastest-growing therapy areas within the diabetes injections market in India.

Talking about the trends Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, observed that among individual molecules, Tirzepatide has emerged as a major growth driver, recording a market value of Rs 882 crore in MAT February 2026, reflecting strong physician interest and patient uptake following its launch. Semaglutide has also seen significant expansion, with the market growing from Rs 6 crore in MAT February 2022 to Rs 445 crore in MAT February 2026, representing a 12 per cent growth in the latest year and a remarkable CAGR of 188 per cent during the period.

In comparison, older GLP-1 therapies have shown slower or declining growth trends. Dulaglutide recorded a market value of Rs 74 crore in MAT February 2026, registering a decline of 12 per cent in the latest year despite maintaining a long-term CAGR of 13 per cent. Liraglutide posted a value of Rs 45 crore in MAT February 2026 with a modest 13 per cent growth in the latest year but a negative CAGR of minus 5 per cent over the longer period. Molecules such as Lixisenatide and Exenatide currently have negligible presence in the market.

Monthly trends in the GLP-1 injections market also indicate steady growth in both unit consumption and market value through 2025 and early 2026, reflecting increasing physician adoption and patient demand for injectable therapies offering better glycaemic control along with weight management benefits.

Sheetal noted that several factors have contributed to the rapid expansion of the GLP-1 segment. The introduction of oral semaglutide through Rybelsus helped initiate broader discussions around the obesity epidemic and the role of GLP-1 therapies beyond diabetes management. At the same time, global brands such as Wegovy, Ozempic and Mounjaro accelerated market growth by offering convenient dosing regimens and improved clinical outcomes.

Sheetal further observed that companies have also focused on expanding market access through pricing strategies and partnerships. In particular, Novo Nordisk has taken steps to increase accessibility through relatively affordable pricing strategies in India while strengthening physician engagement and awareness initiatives. Strategic partnerships and aggressive promotional activities by companies have also helped increase share of voice in this rapidly evolving therapy area.

With rising prevalence of diabetes and obesity in India, pharmaceutical companies are increasingly viewing the GLP-1 injections segment as a key long-term growth opportunity. The segment is expected to witness further expansion as newer molecules enter the market, access improves and awareness around weight management and metabolic health continues to increase.