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IPM records positive momentum across therapies in Feb 2026: Pharmarack

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Cardiac, neuro or CNS, gynaecology, blood-related therapies, anti-neoplastics and urology recorded strong demand trends



The Indian Pharmaceutical Market (IPM) continued to demonstrate steady growth in February 2026, with all three key growth drivers – new product introductions, price growth and volume growth – remaining positive. According to data from Pharmarack Technologies, the market recorded new product growth of 3.5 per cent, price growth of 5.3 per cent and volume growth of 2.2 per cent during the month.

The improvement in volume growth indicates a gradual recovery in prescription demand across several therapy segments, while price growth continues to remain a significant contributor to overall market expansion.

Commenting on the trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, said that the positive momentum across all three growth drivers reflects stable performance in the Indian pharmaceutical sector. She noted that while price growth continues to support overall market value, the recent improvement in volume growth signals strengthening consumption across therapies.

Among therapy segments, most categories registered positive volume growth in February 2026. Cardiac, neuro or CNS, gynaecology, blood-related therapies, anti-neoplastics and urology recorded strong demand trends, indicating sustained prescription growth. However, a few segments such as gastro and respiratory witnessed marginal pressure on volumes during the month.

Overall, the data highlights a stable and gradually improving outlook for the Indian pharmaceutical market, supported by new product launches, steady pricing trends and recovering demand across major therapy areas.