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Semaglutide Generics to Reshape Rs 1,579 Cr GLP-1 Market: Sheetal Sapale

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Sharp growth reflects rising diabetes prevalence



India’s GLP-1 agonist market has undergone a dramatic transformation over the past five years, expanding nearly 14-fold from Rs 113 crore in 2022 to about Rs 1,579 crore by MAT March 2026, according to data from Pharmarack Technologies.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that this sharp growth reflects rising diabetes prevalence as well as increasing adoption of advanced incretin-based therapies. The expansion has been largely driven by newer agents such as Tirzepatide and Semaglutide, which have significantly altered treatment paradigms and prescribing behaviour. Tirzepatide, in particular, scaled up rapidly to contribute Rs 988 crore in 2026, emerging as the largest segment driver; however, recent monthly trends indicate a moderation in its growth, including a Rs 21 crore decline in March 2026 over February 2026, suggesting rising competitive pressure.

A key turning point highlighted in the data is the impact of Semaglutide generics, which have improved affordability and expanded patient access. As a result, Semaglutide has recorded strong and sustained growth—from Rs 11 crore in 2022 to Rs 474 crore in 2026—along with a notable Rs 10 crore month-on-month increase in March 2026. This surge indicates a clear shift in prescription trends toward more accessible options, which is not only accelerating overall market expansion but also beginning to impact the growth momentum of premium therapies like Tirzepatide.

At the same time, Sheetal Sapale noted that older GLP-1 therapies such as Dulaglutide and Liraglutide appear to be losing traction. Dulaglutide declined from Rs 85 crore in 2025 to Rs 72 crore in 2026, while Liraglutide dropped from Rs 61 crore in 2024 to Rs 44 crore in 2026, with largely flat monthly trends. This suggests a clear transition away from legacy molecules toward newer, more efficacious and convenient treatment options.

Overall, the Pharmarack data underscores a market increasingly shaped by two parallel forces: innovation-led growth driven by high-efficacy drugs like Tirzepatide, and volume-driven expansion enabled by the affordability of Semaglutide generics. While generics are intensifying competition and exerting short-term pressure on premium segments, they are also significantly expanding the treated population, thereby strengthening the long-term growth outlook of the GLP-1 market in India.