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Tirzepatide sales now back in line with Pre-Semaglutide generic levels: Sheetal Sapale

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Tirzepatide remains one of the fastest-growing segments in India's anti-obesity and diabetes market



The Tirzepatide market showed signs of stabilisation in June 2026, with value sales rebounding to Rs 130 crore, although unit sales remained below the highs recorded earlier this year, according to the latest data from Pharmarack Technologies.

After witnessing volatility following the launch of generic semaglutide in March 2026, the Tirzepatide market has largely regained its value momentum. Monthly sales increased from Rs 121 crore in May to Rs 130 crore in June, representing a 7.4 per cent month-on-month increase. However, sales remained below the peak of Rs 136 crore recorded in February 2026.

Volume growth, however, painted a different picture. Tirzepatide sales stood at 102,000 units in June, down from 114,000 units in May, marking a 10.5 per cent month-on-month decline. Compared with the February peak of 136,000 units, June volumes were lower by approximately 25 per cent.

According to data from Pharmarack Technologies, the market experienced an initial slowdown in March following the introduction of generic semaglutide, with value sales falling to Rs 114 crore and unit sales dropping to 87,000 units. While both metrics recovered in April and May, June reflected a mixed trend, with revenues strengthening but prescription volumes softening.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, said, "After the initial dip in demand in March 2026, probably due to the impact of the generics launch, Tirzepatide moved beyond its pre-semaglutide generics sales numbers. Now the sales are in line with their pre-semaglutide generics levels."

The divergence between value and volume trends suggests that Tirzepatide continues to benefit from a favourable product mix and sustained demand for higher-value presentations, even as prescription volumes moderate. The performance also indicates that the market has largely absorbed the competitive impact of generic semaglutide and entered a phase of more stable growth.

Despite the moderation in volumes during June, Tirzepatide remains one of the fastest-growing segments in India's anti-obesity and diabetes market, supported by expanding physician adoption and increasing patient acceptance of GLP-1/GIP-based therapies.

Narayan Kulkarni

Narayan.kulkarni@mmactiv.com