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GLP-1 agonist market rebounds in July, reaches Rs 2,215 crore MAT sales: Sheetal Sapale

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Tirzepatide emerged as the dominant growth driver, reaching Rs 1,398 crore in MAT July 2026



The GLP-1 agonist market recorded a strong uptick in July 2026, recovering from a brief slowdown in June, with the growth led primarily by the semaglutide segment, according to data from Pharmarack Technologies.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that the GLP-1 agonist market has shown a significant uptick in July after a brief lull in the previous month, with the recovery being driven largely by semaglutide.

She further said that the GLP-1 agonist market reached Rs 2,215 crore in MAT July 2026, registering 235 per cent growth, with a five-year CAGR of 98 per cent. The market has expanded nearly five-fold compared with January 2025, reflecting the rapidly growing demand for GLP-1 therapies.

Tirzepatide drives overall market expansion

Tirzepatide emerged as the dominant growth driver, reaching Rs 1,398 crore in MAT July 2026, compared with Rs 125 crore in July 2022. This represents a staggering 1,016 per cent growth over the five-year period.

Semaglutide remained the second-largest segment, with MAT sales reaching Rs 717 crore, up 70 per cent from Rs 421 crore in July 2025 and representing a 114 per cent five-year CAGR.

In contrast, the two older GLP-1 therapies continued to face pressure. Dulaglutide declined 21 per cent to Rs 64 crore, while liraglutide remained largely flat at Rs 34 crore, declining 1 per cent year-on-year.

Semaglutide provides July momentum

The July recovery was particularly visible in semaglutide, with both innovator and generic products contributing to the market's expansion.

The semaglutide solids segment recorded a strong upward movement in July, with value increasing from Rs 27 crore in June to Rs 31 crore in July. Generic semaglutide was the key contributor to this increase, while innovator brands maintained a steady sales trajectory.

The injectable segment also saw stronger momentum from generics. Of the 33 generic semaglutide injectable brands, just 11 brands accounted for 80 per cent of generic unit sales in July, indicating significant concentration within the rapidly expanding generic market.

At the same time, innovator brands continued to grow steadily. Among the leading innovator brands, Wegovy increased from 13.9 thousand units in May to 15.7 thousand units in July, while Ozempic rose from 15.6 thousand to 19.7 thousand units during the same period. Poviztra and Extensior also increased their unit sales to 2.6 thousand each in July.

GLP-1 injectables cross Rs 400 crore in July

The GLP-1 injectable market also strengthened in July, with value sales rising from Rs 390 crore in June to Rs 428 crore in July.

Semaglutide injectables contributed Rs 141 crore, up from Rs 130 crore in June, while tirzepatide increased from Rs 195 crore to Rs 214 crore.

Unit sales followed a similar trajectory. Total GLP-1 injectable units rose from 305,000 in June to 333,000 in July, with semaglutide units decreased from 102,000 to 101,000 and tirzepatide units climbing from 203,000 to 232,000.

“The July performance highlights a two-pronged expansion of the GLP-1 market: tirzepatide continues to dominate the overall market, while semaglutide is witnessing renewed momentum, particularly from generic brands. The increasing participation of generics is also beginning to reshape the competitive dynamics of the semaglutide segment,” Sheetal Sapale concluded.

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