

Market Research of Sitagliptin

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INTRODUCTION

- Type-2 diabetes prevention is a pressing global healthcare challenge.
- Metabolic disorders are on the rise due to genetic history and unhealthy lifestyles.
- Effective drug management is crucial for controlling and managing diabetes.
- Sitagliptin has emerged as a leading choice for doctors and patients.
- This presentation explores the market research and analysis for Sitagliptin.

Market Research for Sitagliptin

- Conducting comprehensive market research is crucial for Sitagliptin's success.
- Key factors to consider:
 - Identify and assess the current market environment.
 - Judge the prevalence of type-2 diabetes and demographics of the affected population.
 - Evaluate the total market size of type-2 diabetic drugs.
 - Market research enables pharmaceutical firms to forecast future demand and estimate Sitagliptin's potential market share based on market scope and growth.

Market Trends and Business Opportunities

- Determining market trends and identifying new business opportunities is essential for Sitagliptin's future development.
- Examine Sitagliptin's market access and adoption across different geographies.
- Explore the potential for novel therapeutic innovations in the management of diabetes.
- Identify opportunities for improvement and optimization by analyzing current marketing campaigns, sales force effectiveness, and digital marketing activities.

RESEARCH OBJECTIVE AND METHODOLOGY

- Primary objective: Market Research of sitagliptin
- Secondary Objective:
 - To study the sitagliptin market , practice pattern of sitagliptin in West Bengal
 - To find out the top brands of sitagliptin & it analyse to the market share of sitagliptin other brands.
- Scope of the study –The major scope of this study is too know what is to find out the market of sitagliptin brand and doctor preferences

RESEARCH OBJECTIVE AND METHODOLOGY

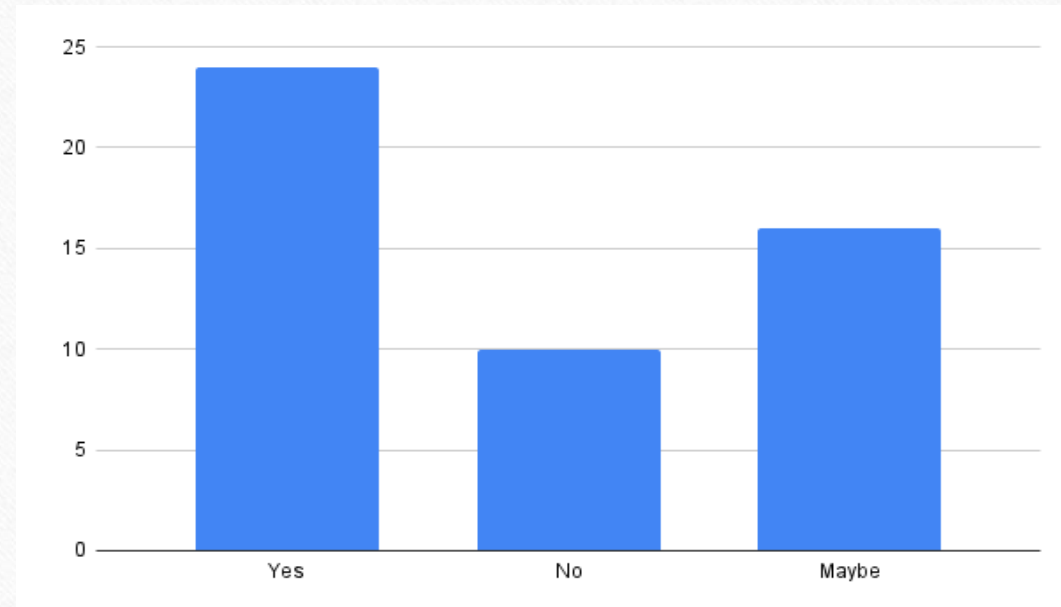
- Research Question
 - What is to find out market of sitagliptin brand and doctors preferences?
 - What are the major drug is used in Type 2 Diabetes?
- Research Methodology
- Study Design: Descriptive Study
- Sampling: Non- Probability Convenient sampling
- Sample Size: Respondents: During the Visited 85 Doctors and 170 respondents filled questionnaire.
- Sample Population: General Physician, Consultant physician, diabetologist.
- Sample Area: West Bengal (Kolkata, Durgapur, Asansol)

Results

- Thorough examination of gathered data led to valuable findings.
- Statistical measures and data analysis techniques were applied to extract meaningful insights.
- Recurrence tables were used to organize and present the data.

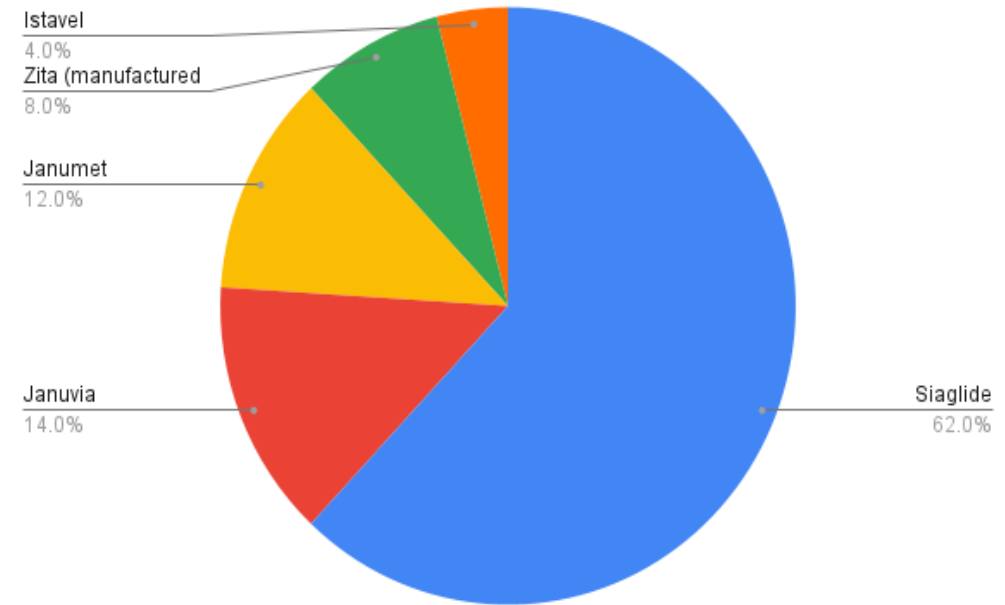
Do you prescribe any other molecule drug instead of the sitagliptin?

In the graph, 48% of respondents answered "yes" to the availability of alternative drugs to Sitagliptin, indicating the presence of other medication options. Around 32% responded with "maybe," suggesting uncertainty or the need for further evaluation. Approximately 20% responded with "no," indicating their belief that there are no alternative drugs to prescribe instead of Sitagliptin.



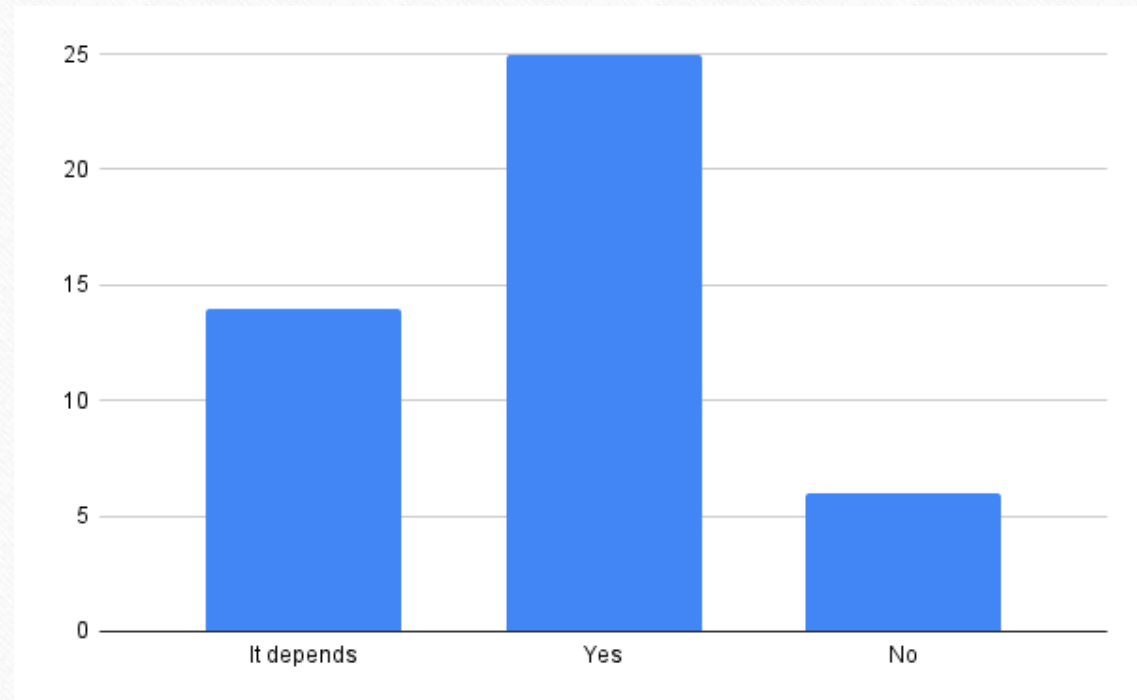
Which sitagliptin brand do you prefer?

Among the respondents, Siaglide emerged as the most preferred Sitagliptin brand, with 62% expressing a preference for it. Januvia and Janumet were suggested by 14% and 12% respectively. The remaining 12% of respondents preferred other Sitagliptin brands such as Zita, Istavel, and Istamet, indicating a diverse range of brand preferences within the surveyed group.



Would you recommend Sitagliptin as a first-line treatment option for patients with type 2 diabetes?

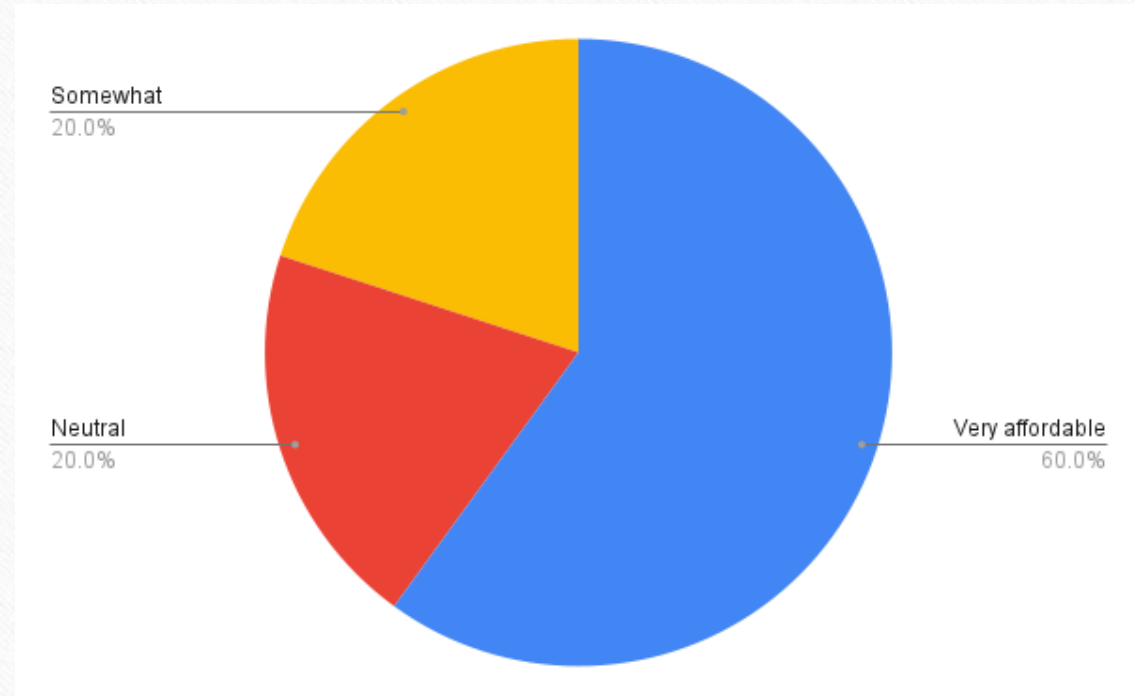
Sitagliptin is a top choice for 54.3% of specialists treating type 2 diabetes, while 31.4% consider the patient's health before recommending it. 14.3% of specialists prefer alternative options. These findings emphasize the varied perspectives and factors involved in selecting Sitagliptin as a treatment for type 2 diabetes.



Affordability of the Sitagliptin?

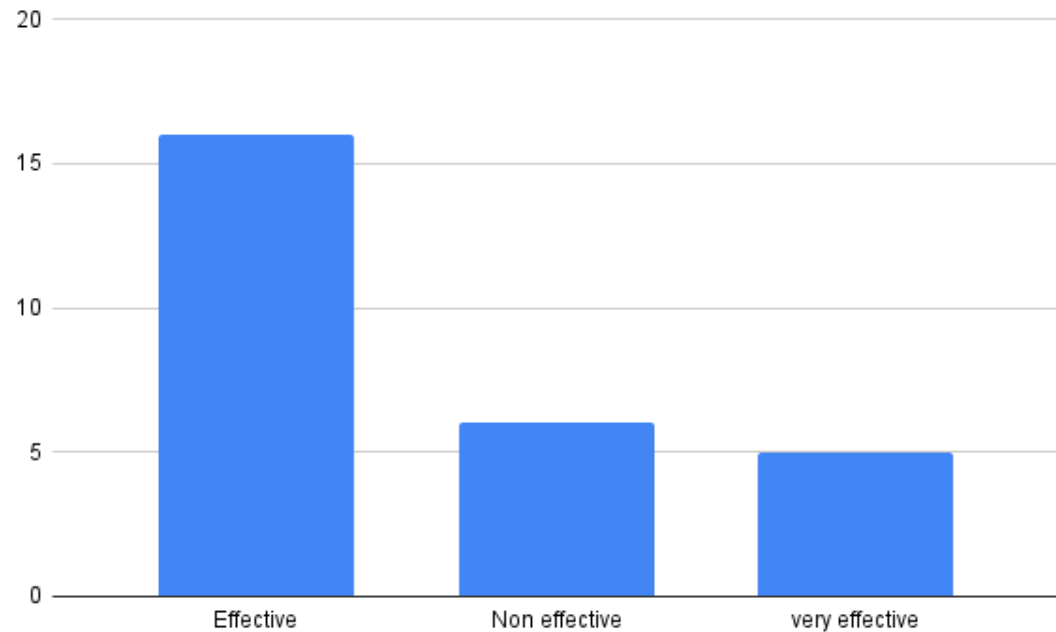
Affordability of Sitagliptin in Kolkata, Durgapur, and Asansol region:

- 60% of doctors and patients perceive it as very affordable.
- Majority of respondents consider Sitagliptin's affordability as positive.
- Feedback indicates that Sitagliptin is generally accessible and reasonably priced.
- Significant portion of respondents view Sitagliptin's affordability as neutral or somewhat affordable.



The Influence of Pharmaceutical Medical Representative Interaction on Prescribing Habits for Sitagliptin

- Survey results indicate medical representative visits impact prescribing habits.
- Interactions influence prescription behaviour and preference for Sitagliptin brand.
- Representatives' information and materials play a role in shaping prescribing decisions.



CONCLUSION

- Involved 85 specialists and 170 respondents.
- Aimed to identify best treatment options for type 2 diabetes.
- 48% of physicians frequently suggest Sitagliptin for type 2 diabetic patients.
- Siaglide, Janumet, and Januvia are reputable brands for treating Type 2 diabetes.

Findings:

- Siaglide is the first preference for 62.0% of respondents.
- Januvia is preferred by 14% of respondents.
- Janumet OD and Siaglide were the most recommended brands among professionals.
- Implies medical practitioners' confidence in the effectiveness of these treatments.

LIMITATION

- Limited sample size (85 Doctors and 170 respondents) may not fully represent diverse opinions.
- Geographical specificity (West Bengal-Kolkata, Durgapur,Asansol) limits generalizability to other regions.
- Potential bias in doctor selection process may influence findings.
- Lack of patient perspectives limits understanding of practical implications.
- Absence of direct comparative analysis among Sitagliptin brands.
- Ethical and privacy concerns regarding data collection and usage.
- Non-response bias if participants decline or fail to respond to the research.



Thank
You