



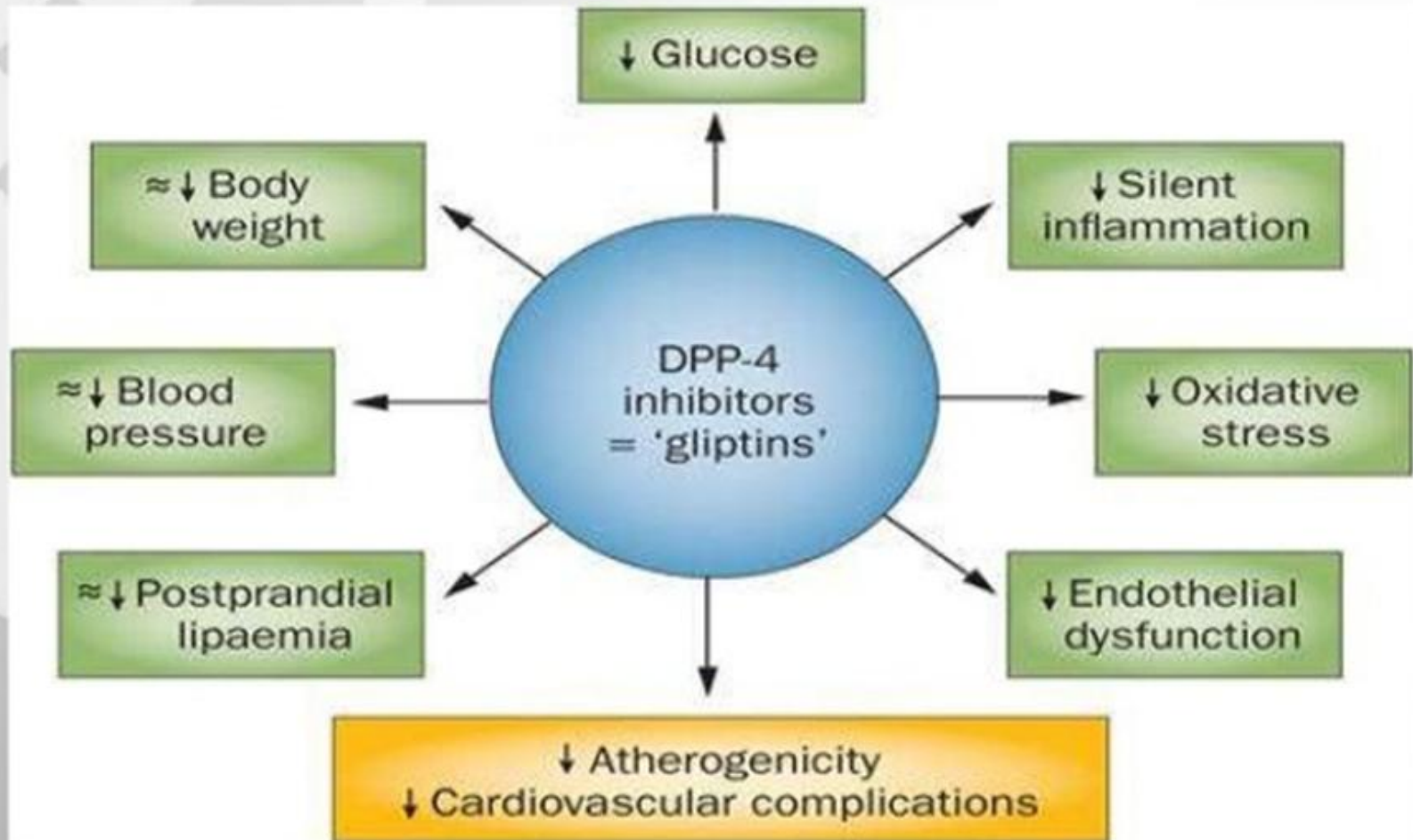
A study to find out the market potential of Gliptins as Anti-Diabetic drugs



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INTRODUCTION



Background and problem statement

- The conventional agents used to treat type 2 diabetes frequently exhibit reduced efficacy over time leading to inadequate glycemic control and are also associated with adverse effects.

Indian J Pharm Sci. 2009 Nov-Dec; 71(6): 608–614,

Gliptins: A New Class of Oral Antidiabetic Agents,

K. G. Seshadri* and M. H. B. Kirubha

- Hence, there is a need for alternative therapies that can overcome the limitations associated with conventional anti-diabetic agents.
- So, there is a need to investigate a new class of Anti-diabetic drugs i.e. Gliptins.

Literature review

1. Global Dipeptidyl Peptidase-4 (DPP-4) Inhibitors Industry 2015 Market Research Report

This study demonstrates on details such as-

- The size, key players, segmentation, SWOT analysis, most influential trends, and business environment of the market.

Contd....

2.DPP4 inhibitor Market: Global Industry Analysis and Forecast 2015 – 2021:

- According to the study, Increasing prevalence of type 2 diabetes is a major public health concern worldwide.
- National Centre for Biotechnology Information in 2011 stated that in the U.S. more than 8% of the total population is diagnosed with diabetes.
- Diabetes is associated with a number of complications that includes cardiovascular disease, nephropathy, retinopathy, and neuropathy.
- Thus, the above mentioned factors derives the global DPP IV inhibitors market.

Research questions

- what is the market potential of Gliptins
- What are the biggest challenges in Gliptins market.
- What is the competitor profile in Gliptins market?



Study Objectives:

The objectives of the proposed study are:

- To find out the market potential of Gliptins as Anti-diabetic drugs.
- To identify current gap in the Gliptin market.

Research Plan

1.Study Design: Descriptive study

2.Methodology

Study Area: South East Delhi.

Target respondents

Pharmacists ,chemists and drug retailers of South-East Delhi.

3. Sampling and Sample Size: Random sampling with 110 respondents

Methods of Data Collection

Pri. Data collection through structured semi-structured questionnaire

4.Timeline- 4th Feb to 2nd April 2016

5.Data analysis: data analysis has been done through Microsoft excel

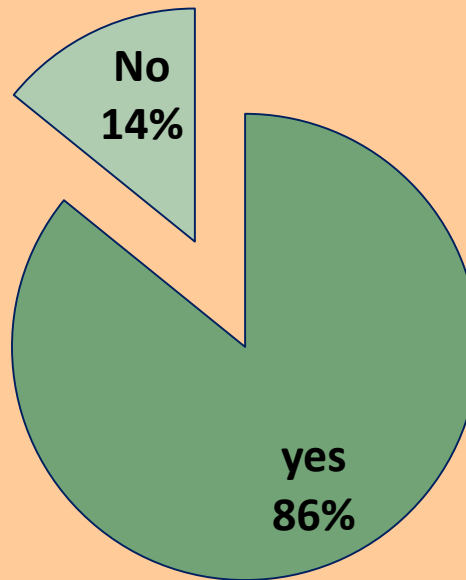
Ethical Concerns

- Informed consent form
- Voluntary participation of the respondents is must to be included in the study.
- Privacy confidentiality has been maintained for the sake of keeping anonymity and safeguard the right of each respondent;
- Only initials had been taken of each respondent instead of the full detail.

Data interpretation:

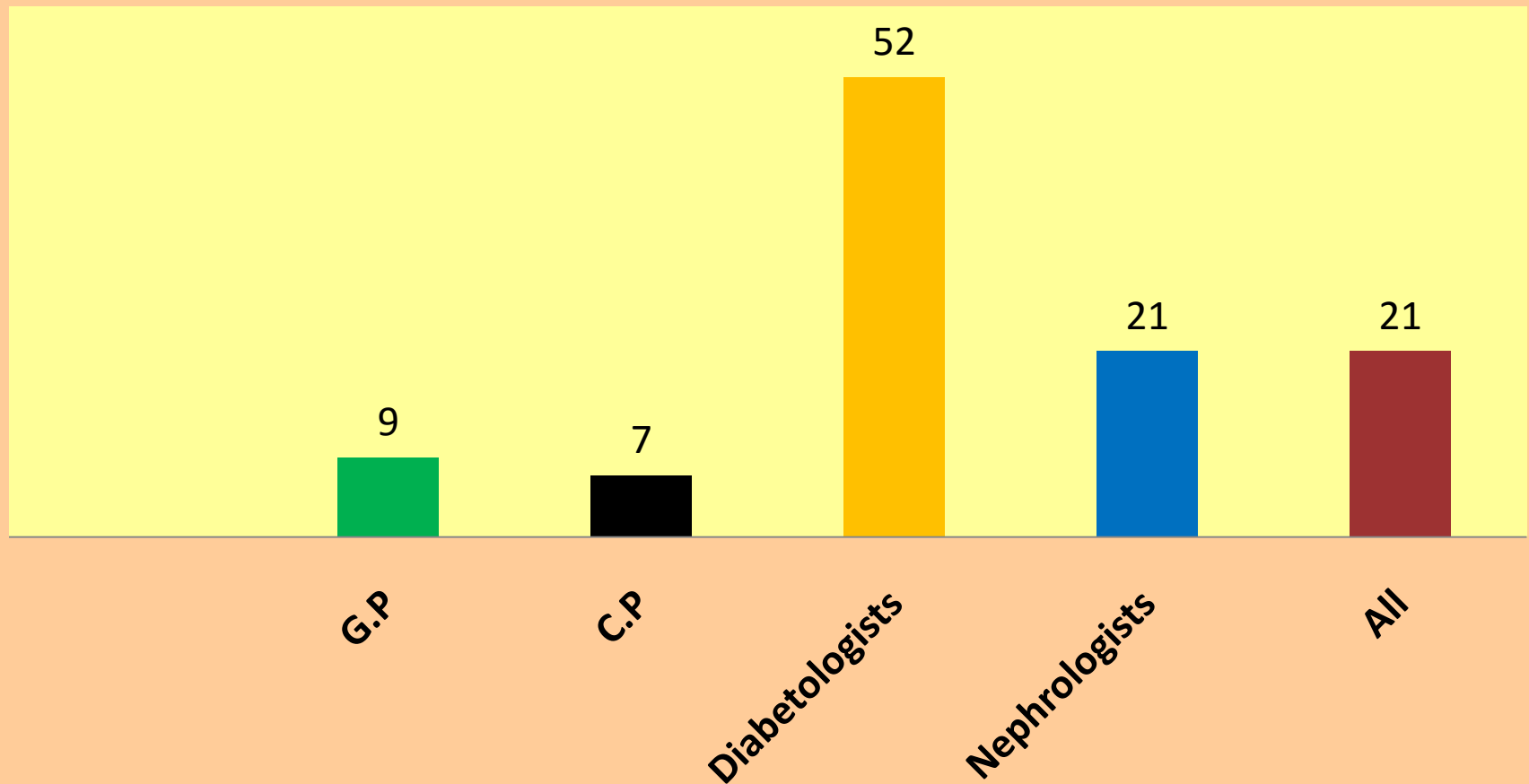
- 1. Are you aware about Gliptis?

Awareness for Gliptins

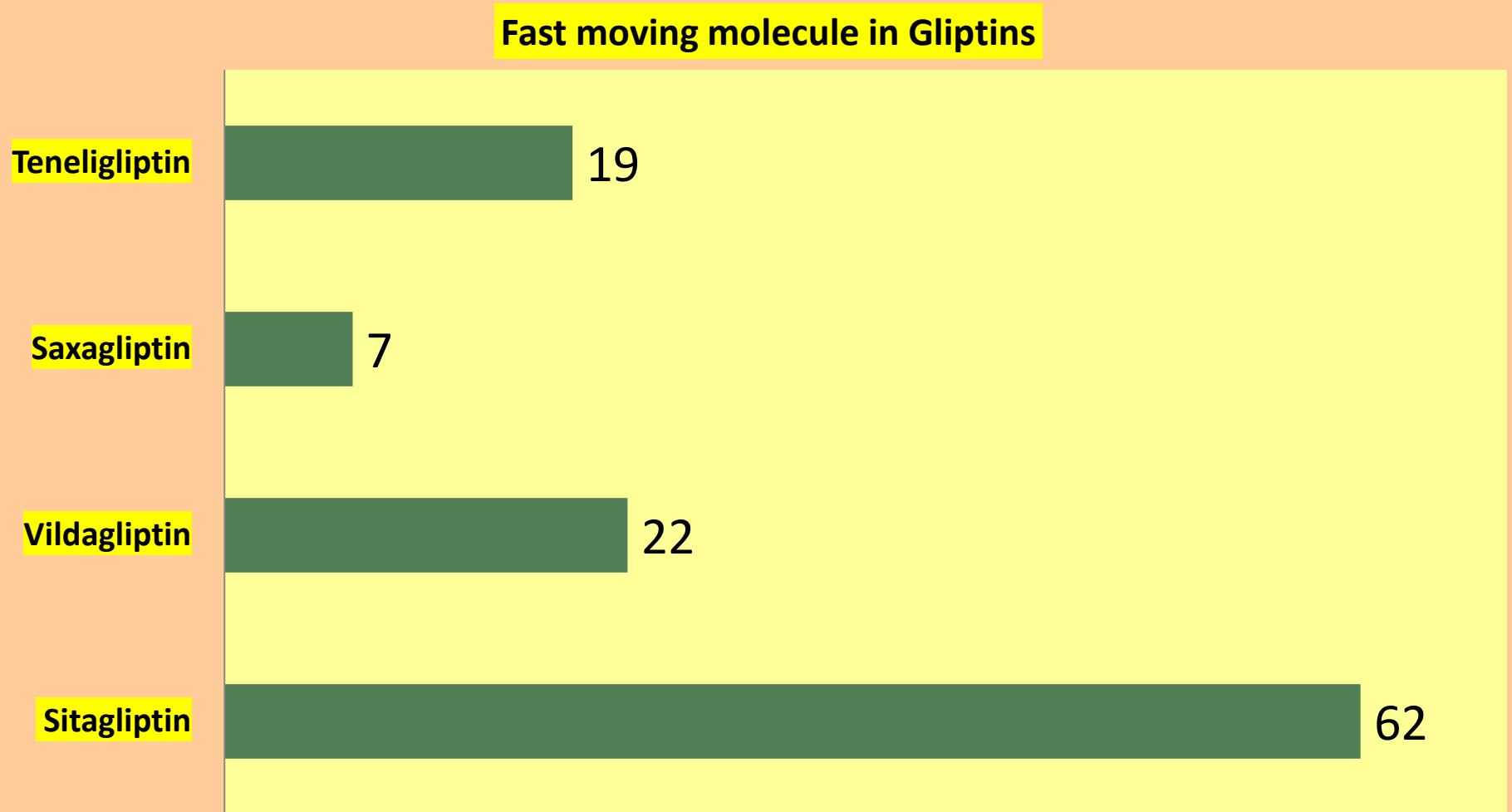


Who are the potential prescribers of Gliptins?

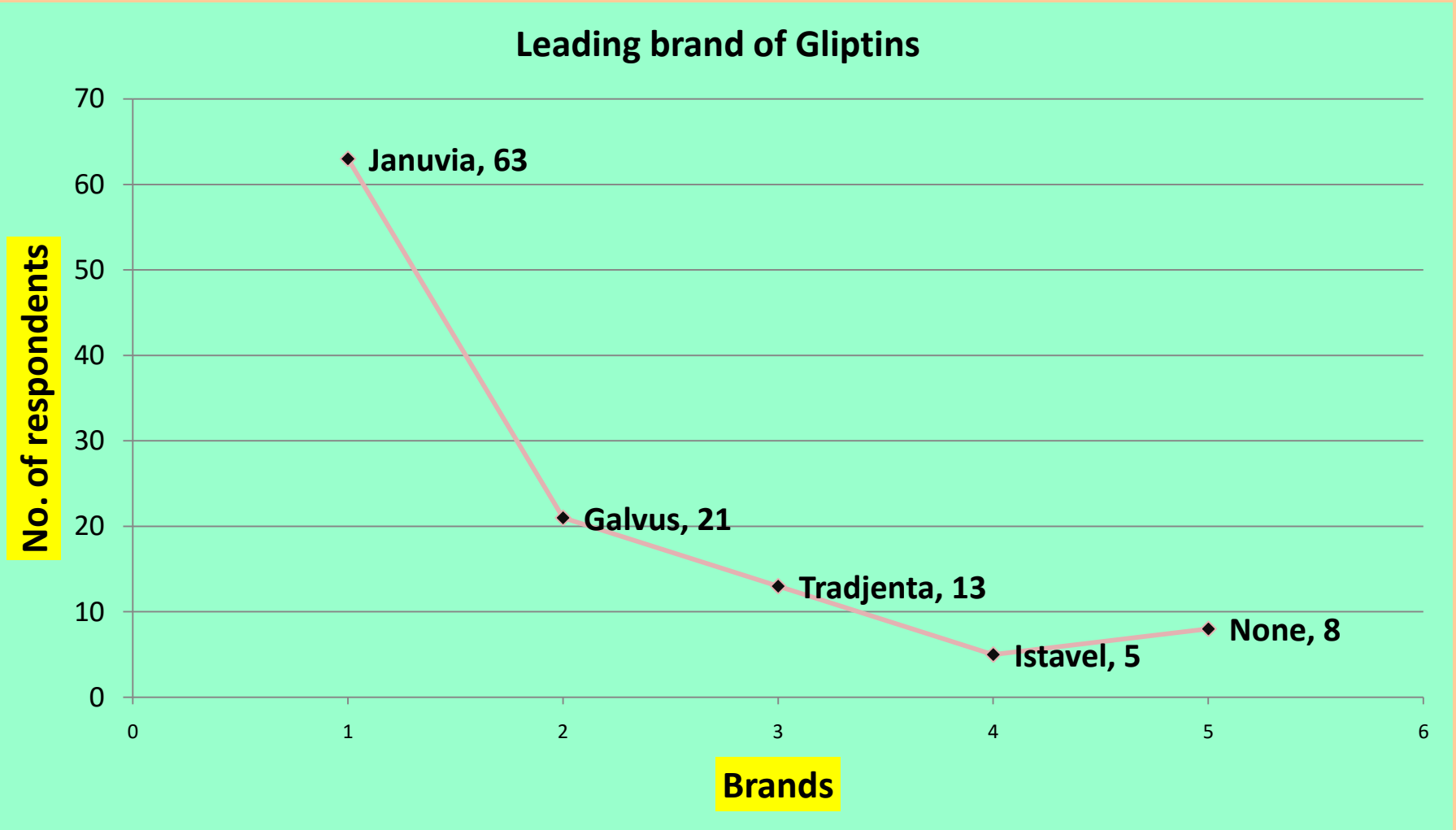
potential prescribers of Gliptins



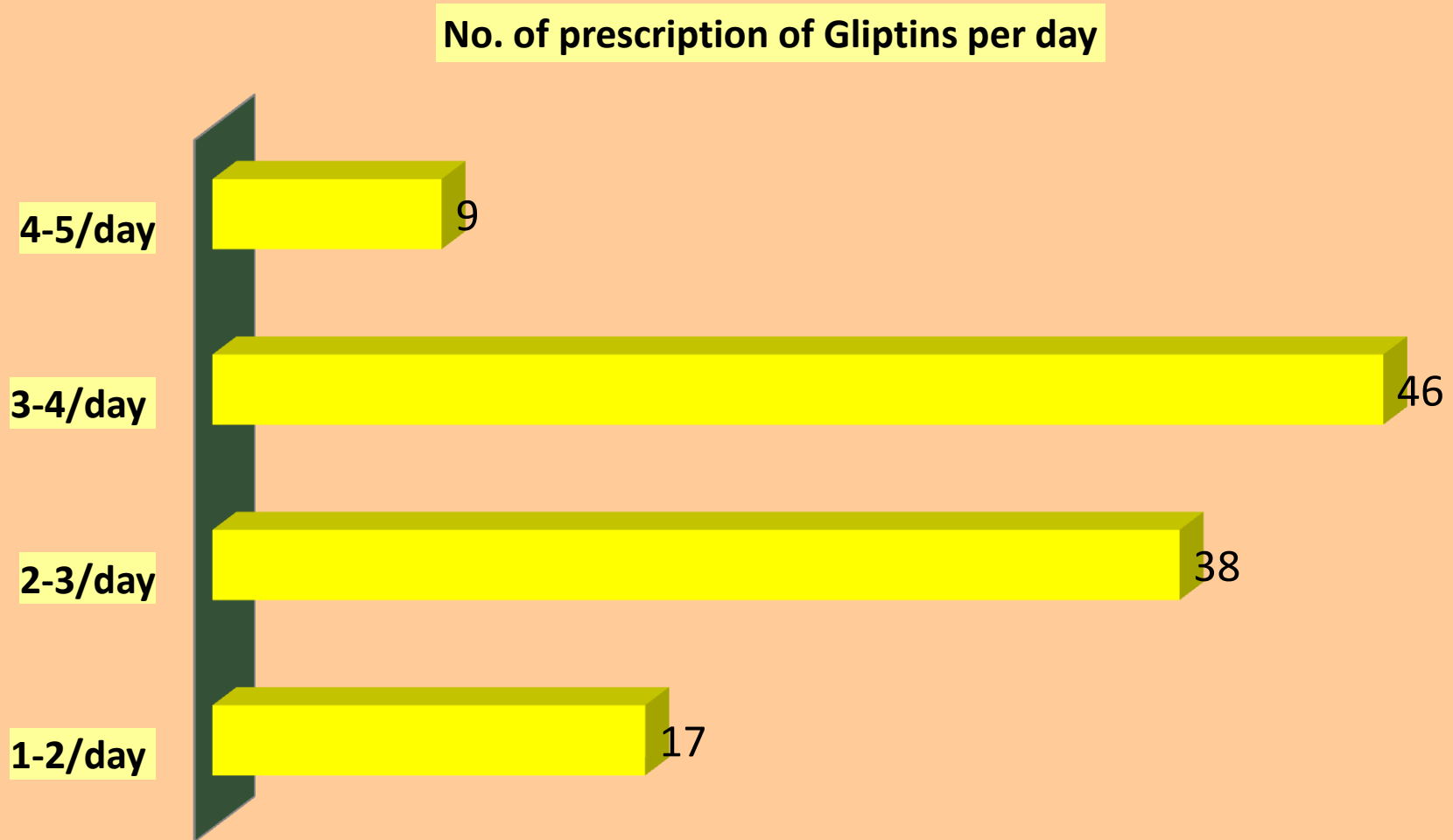
Which are the fast moving molecule in the Gliptin class?



Which is the leading brand of Gliptins?

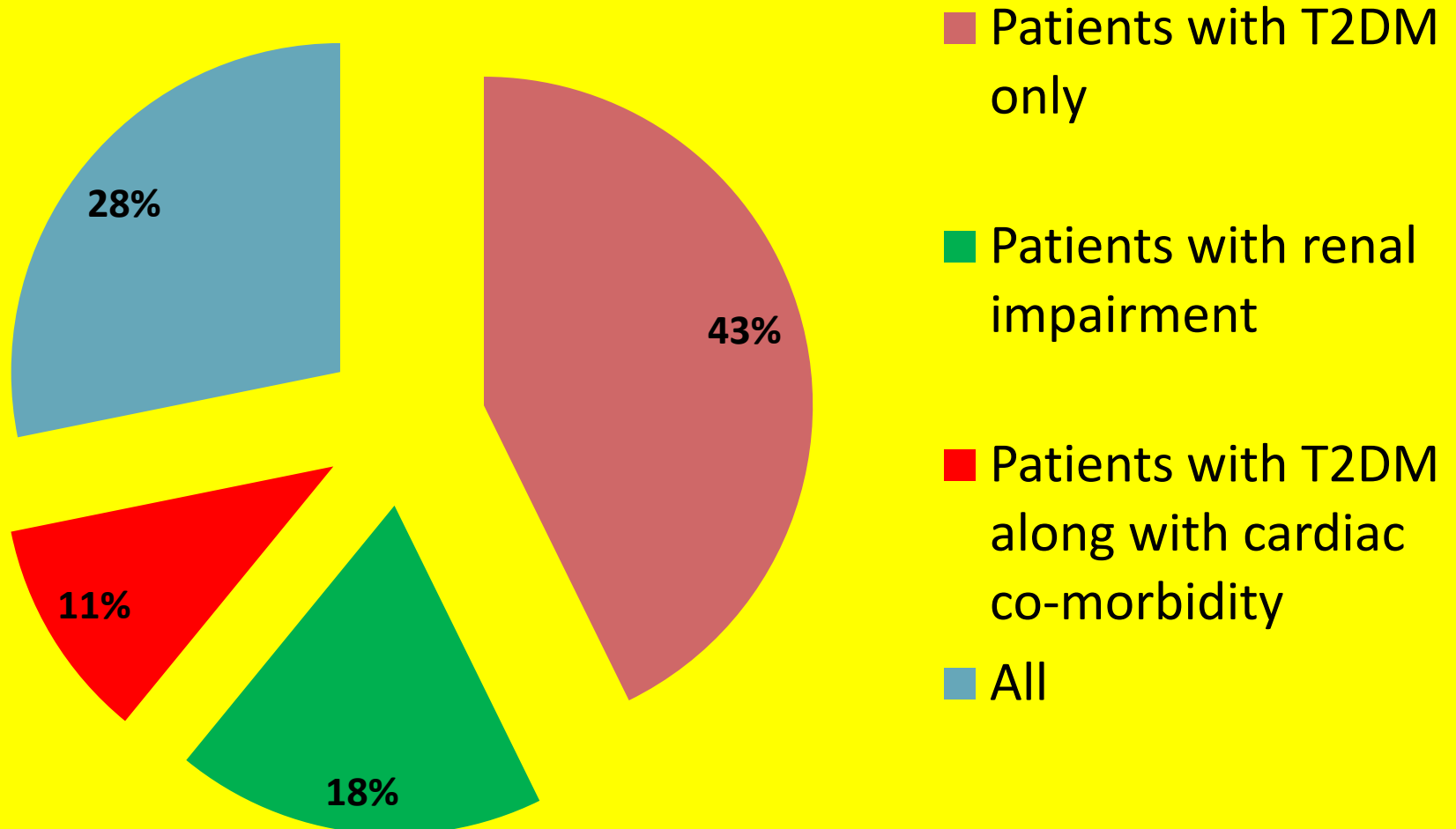


No. of prescriptions of Gliptins per day?



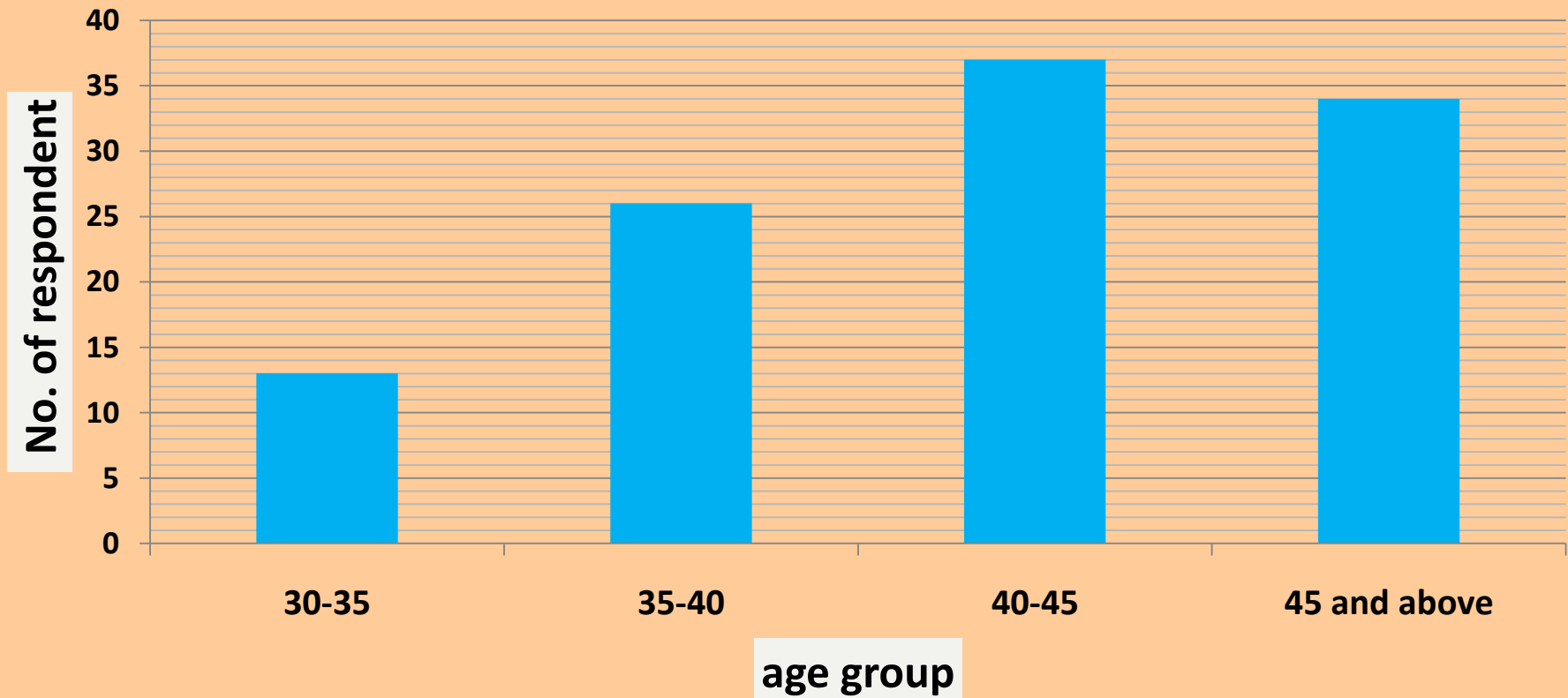
What class of patients are on Gliptins therapy?

Who are currently buying Gliptins?

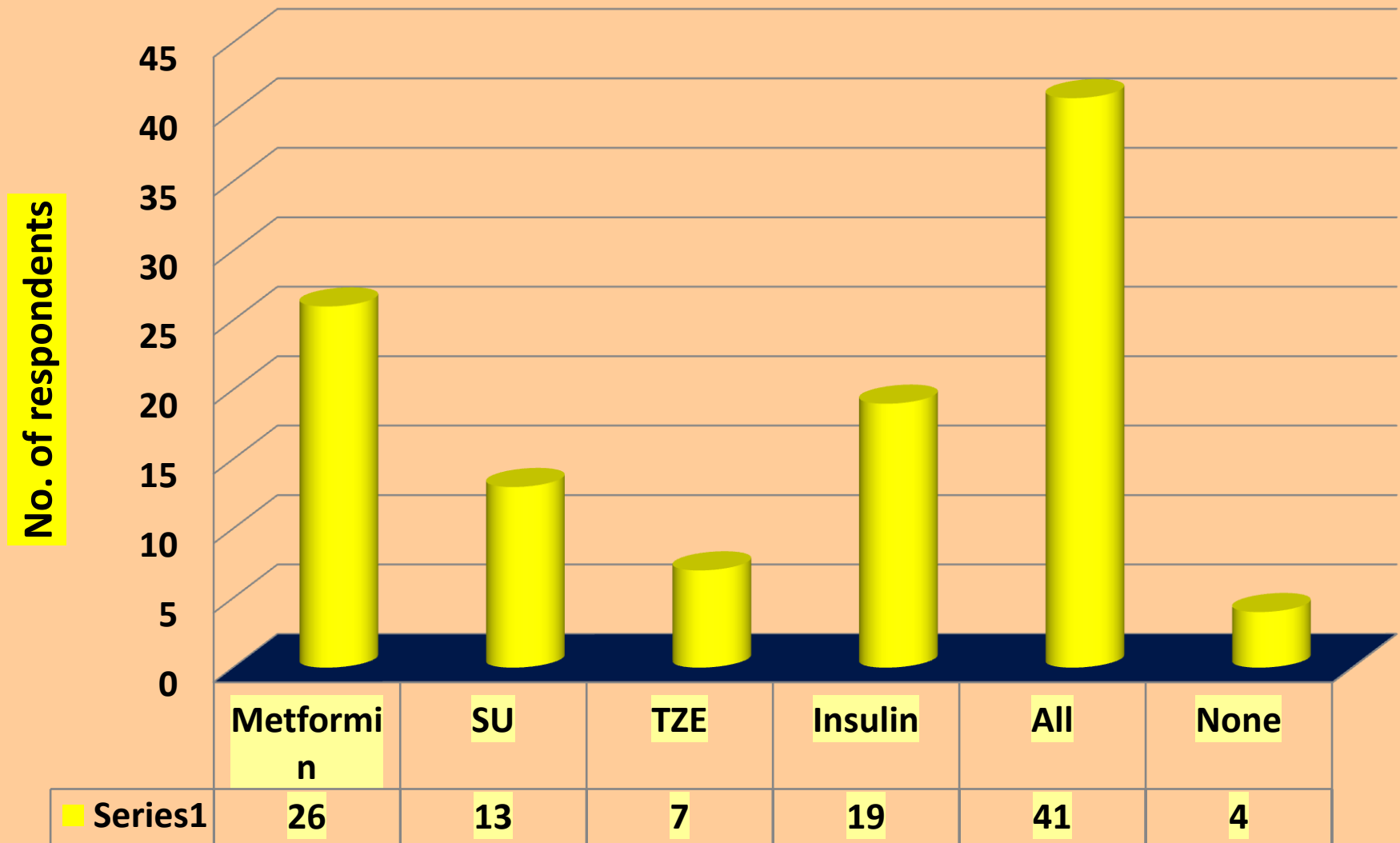


Which age group has more prescription base for Gliptins?

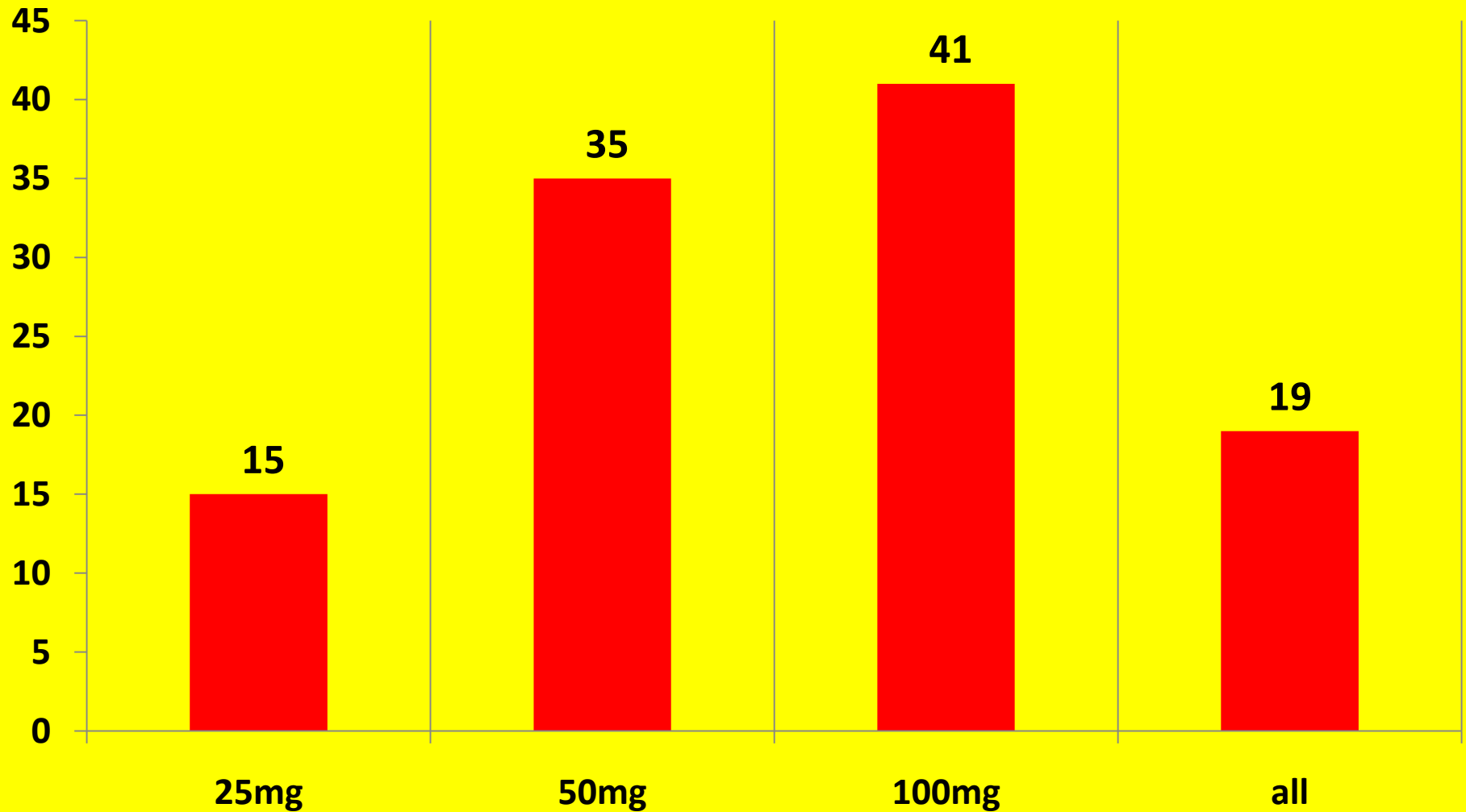
Which age group has more prescription base for Gliptins



Gliptins are given as an add-on therapy with.....???



Which strength of the Gliptins has more prescription inflow?



Important findings of the study

- The largest no. of potential prescribers of Gliptins were Diabetologist.
- The potential Gliptin molecule found in my study was found out to be sitagliptin followed by Vildagliptin.
- The leading brand is Januvia 100 mg in Gliptins class followed by Galvus 100 and Tradjenta.
- The study reflects that Metformin is the major class of the drug which is given as an add on therapy with Gliptins.

Limitations of the study

- This is a pilot study and this study had conducted only in South-East Delhi with limited sample size.
- The study has been done only to access the Gliptin class.
- This study doesn't include other major anti-diabetic drug like Metformin, SU, SGLT2 inhibitors.

Suggestions

- The branded Gliptins are facing stiff competition from the generic market. Hence, future market strategy should come up to address this problem

Conclusion

The market is growing exponentially in terms of Gliptins class

In this study, Sitagliptin was observed as potential molecule for further study investigations.



REFERENCES

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- 4. Field BC, Wren AM, Cooke D, Bloom SR. Gut hormones as potential new targets for appetite regulation and the treatment of obesity. Drugs. 2008;68:147–63. [[PubMed](#)]



**THANK YOU FOR
YOUR ATTENTION!**

Have a nice day!!!!!!!