

MARKET ASSESSMENT OF DIABETES IN INDIA

PRINCE SINGH

ROLL NO – 0347

MBA PHARMACEUTICAL MANAGEMENT

GUIDED BY – Mr. RAHUL SHARMA

DIABETES MELLITUS

- Diabetes Mellitus (DM) is a general term used to describe a variety of metabolic diseases characterized by chronic hyperglycemia leads to insufficient or impaired insulin action, insulin synthesis, or both . Because insulin is an anabolic hormone, it changes the metabolism of proteins, lipids, and glucose.
- **Types of diabetes**
- **Type I DM**
- **Type II DM**
- **Gestational Diabetes**



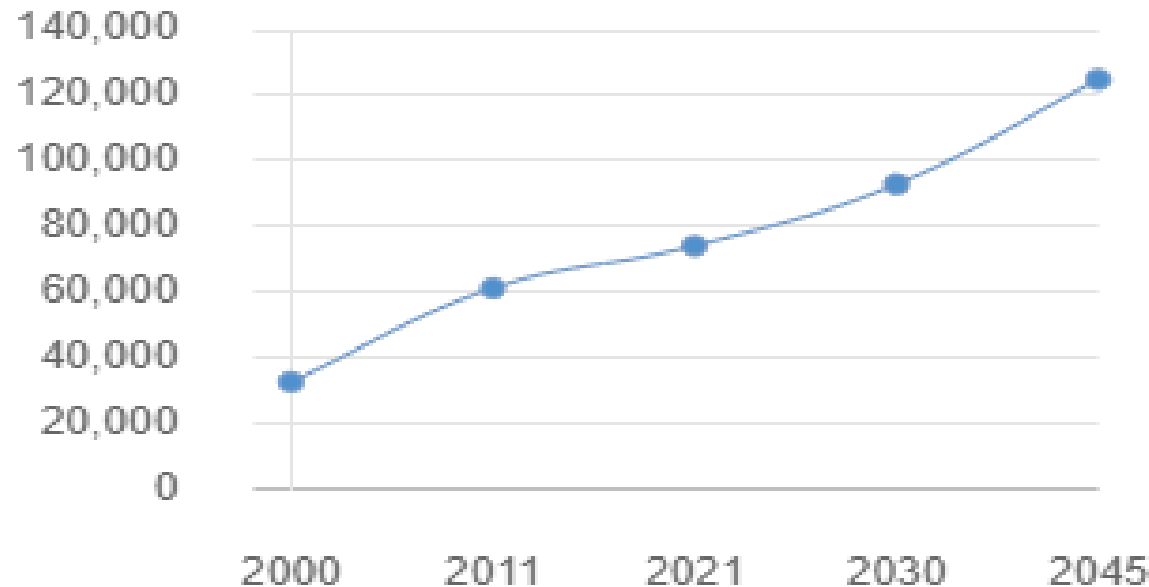
TYPE I DM- INSULIN DEPENDENT DM

- Beta cells stop production of insulin in pancreas
- 10% of diabetes
- Immune system has destroyed them.

TYPE II DM- NON INSULIN DEPENDENT DM

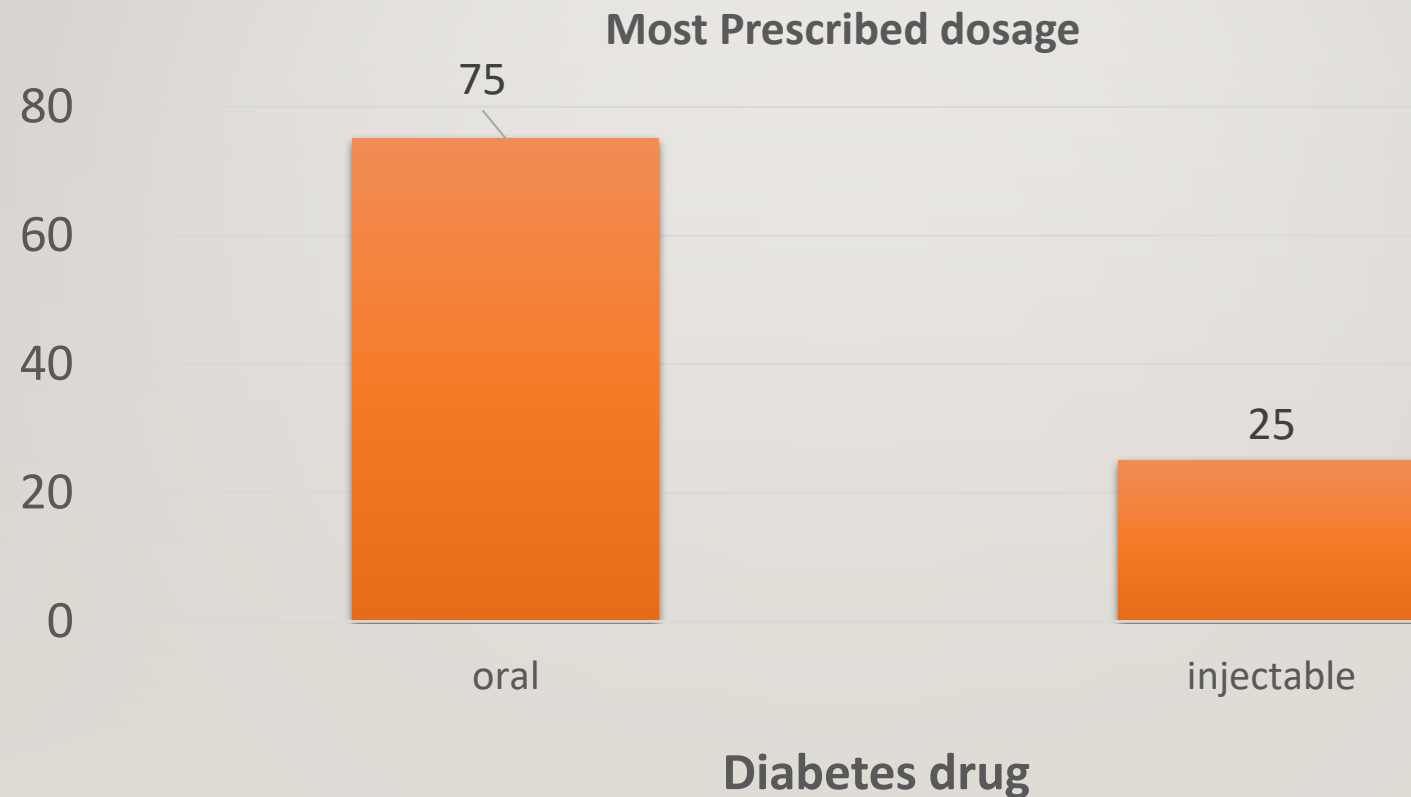
- 90-95% of diabetes
- Insulin resistance
- Beta cell dysfunction- initially pancreas produces more insulin then later on unable to keep up with demand.

MARKET GROWTH OF DIABETES



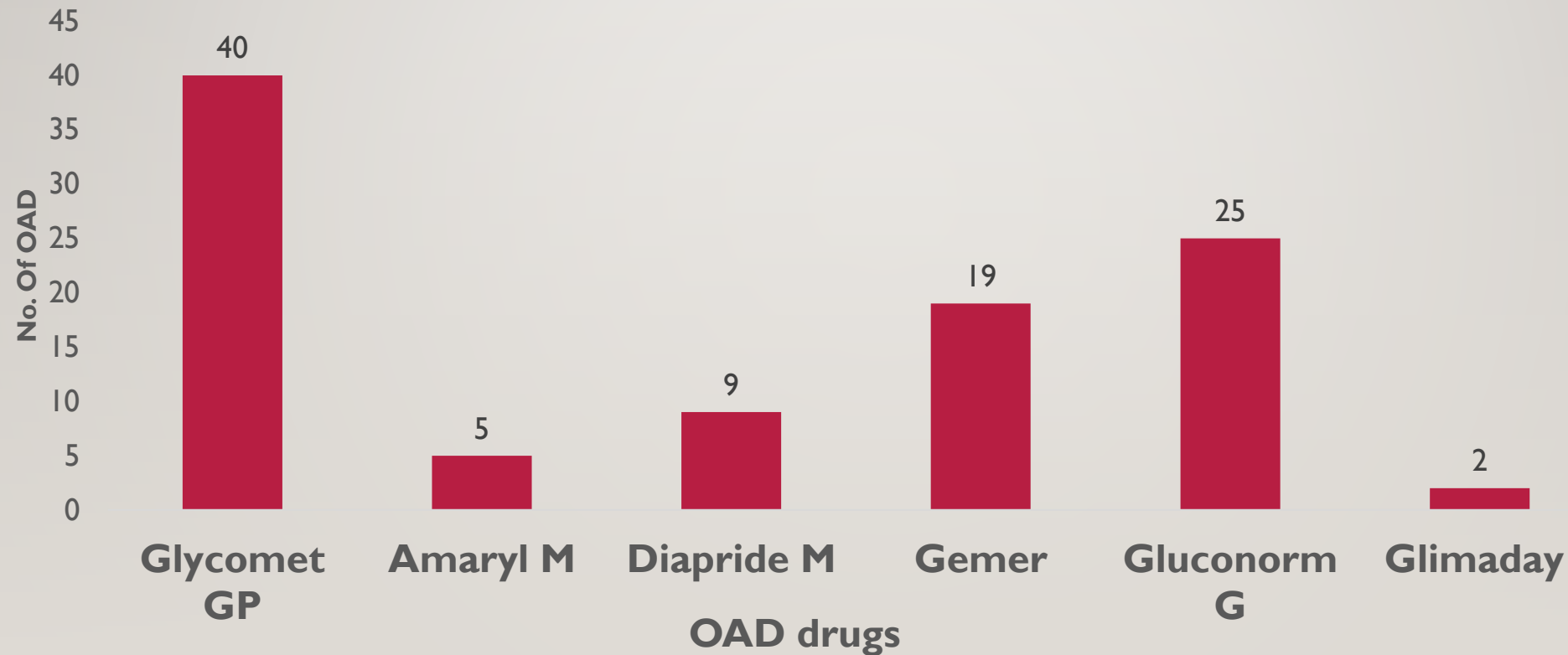
In 2020, it is anticipated that the Indian diabetes market will be valued near to USD 1,957 million. Between 2021 and 2026, the market is projected to expand at a 16.5% CAGR, reaching a value of around USD 4,892.7 million

WHAT TYPE OF ANTI-DIABETIC MEDICATIONS ARE ADMINISTERED TO PATIENTS MORE FREQUENTLY?



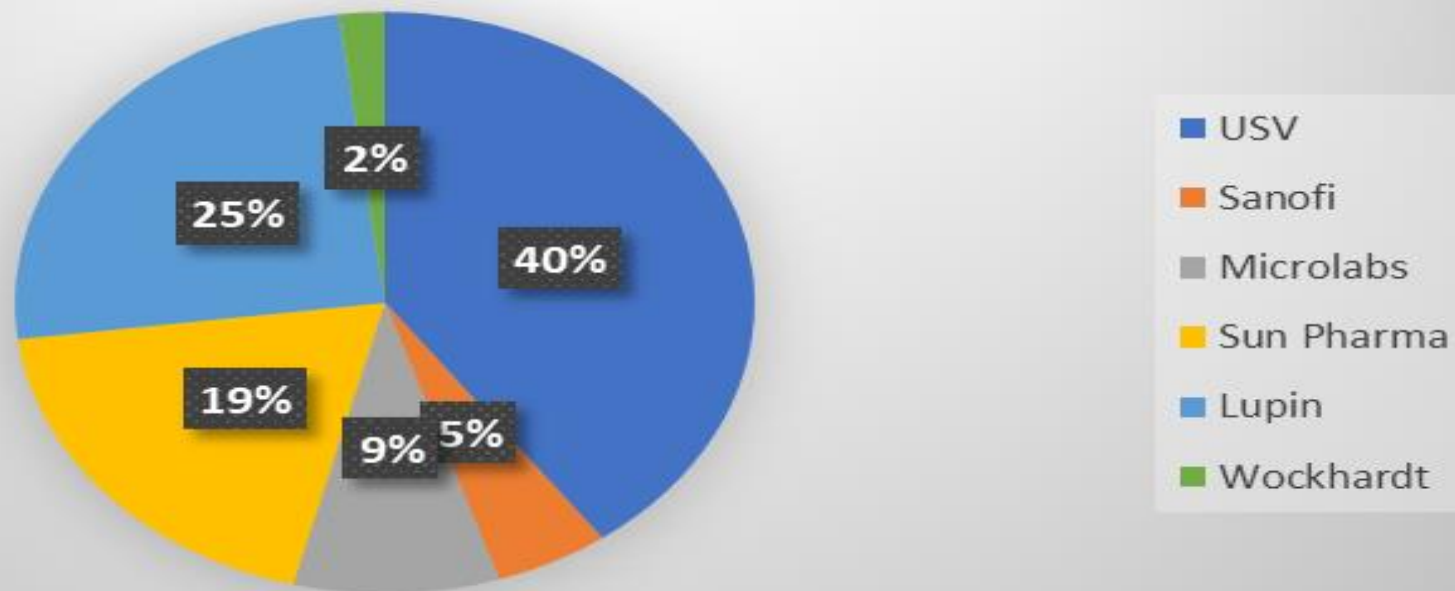
WHAT IS THE MOST POPULAR ORAL ANTI-DIABETIC MEDICATION?

Most Prescribed OAD Drug

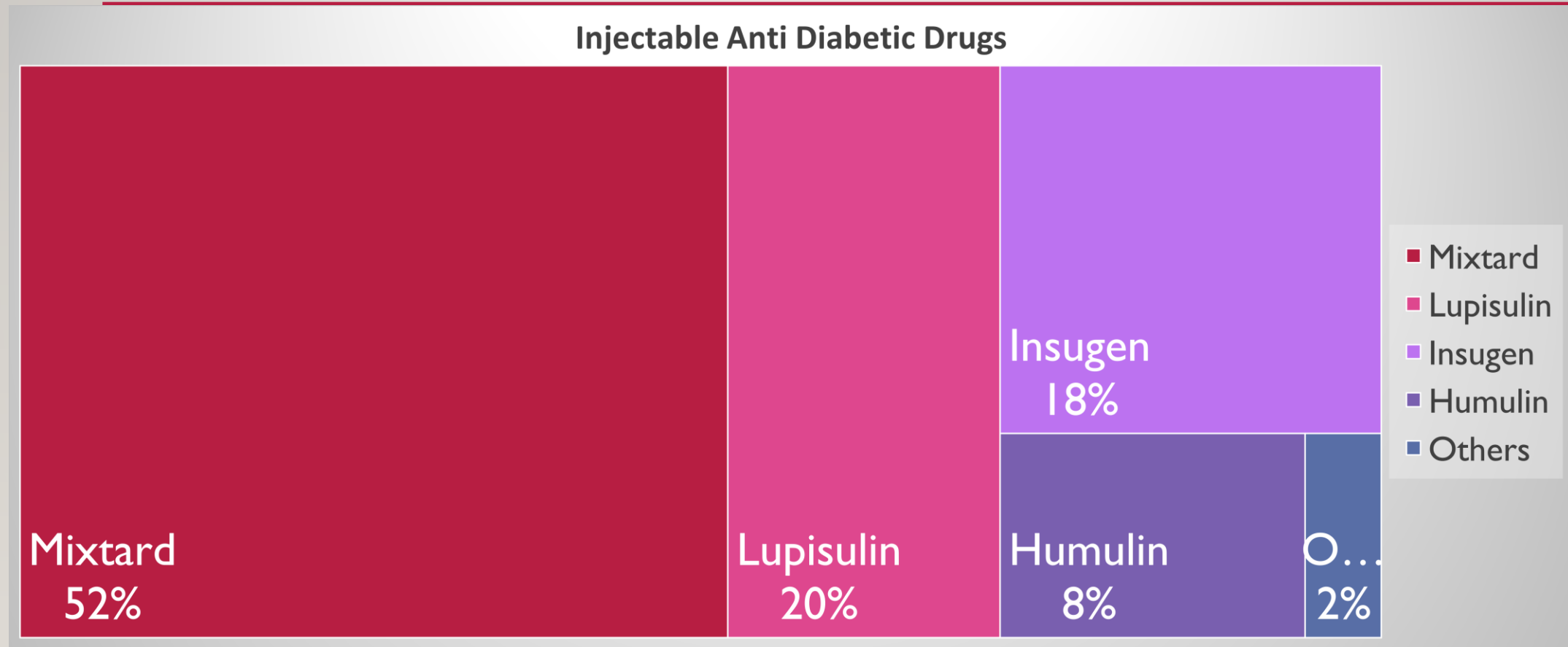


WHICH COMPANY, IN YOUR OPINION, DOMINATES THE ORAL ANTI-DIABETIC MARKET?

Organisation Market Access of OAD Drugs

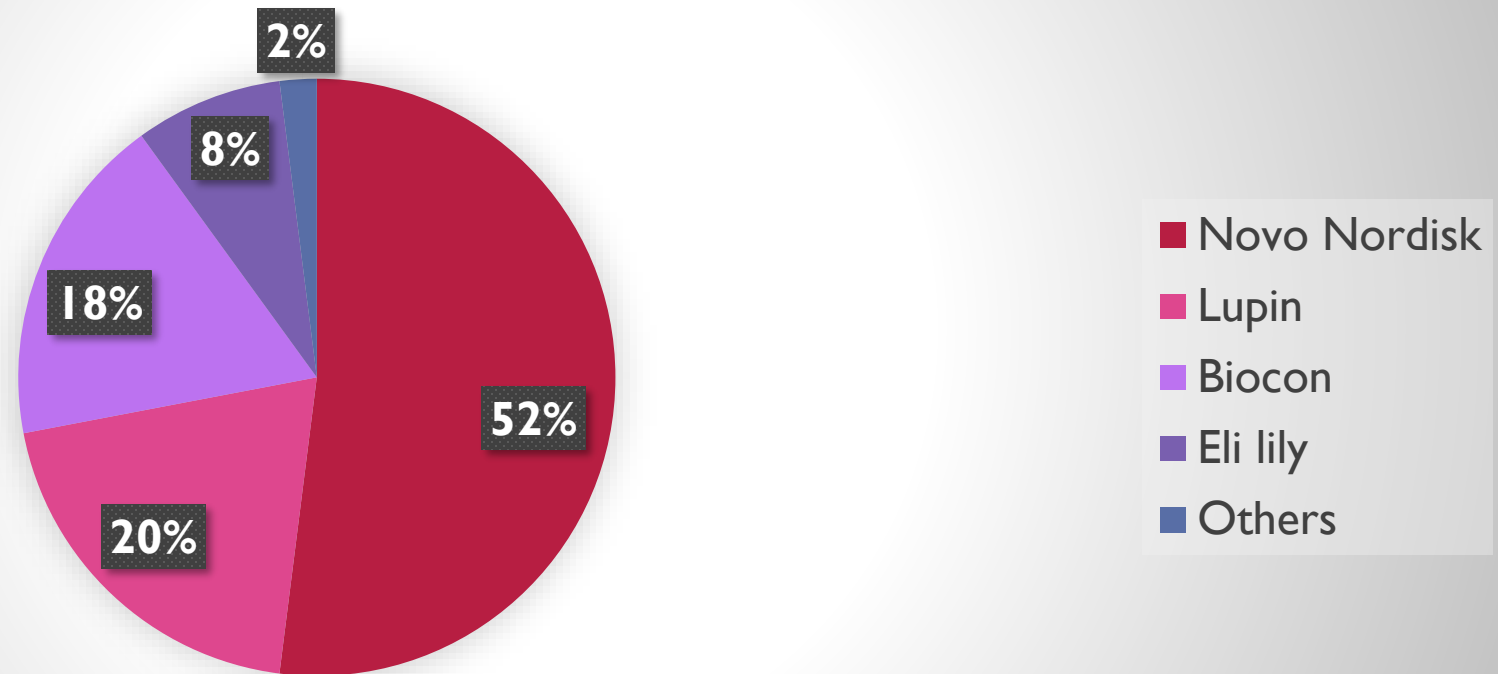


WHICH INJECTABLE ANTI-DIABETIC MEDICATION IS MOST FREQUENTLY PRESCRIBED?

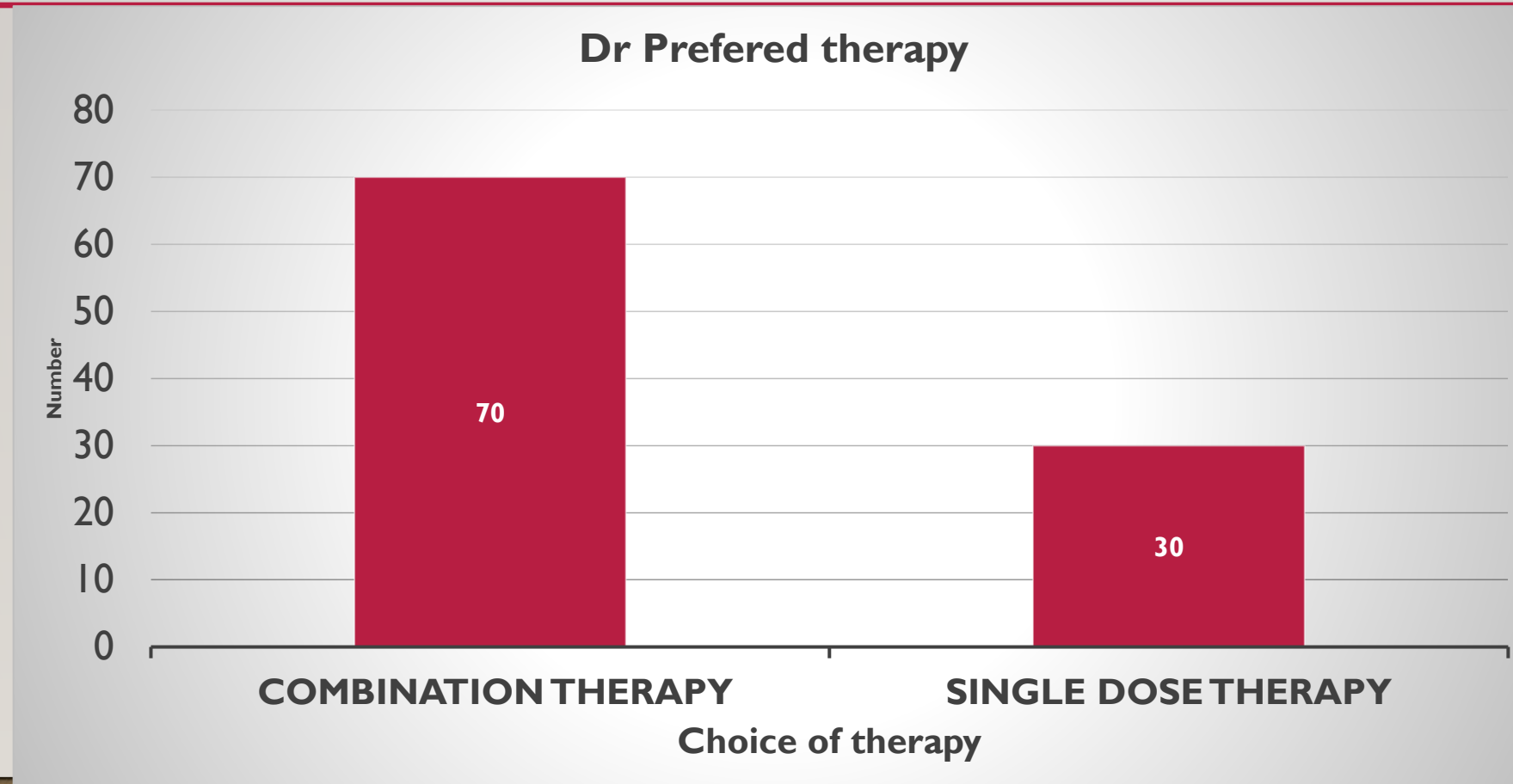


WHICH INJECTABLE ANTI-DIABETIC PRODUCT, IN YOUR OPINION, COMMANDS THE MARKET?

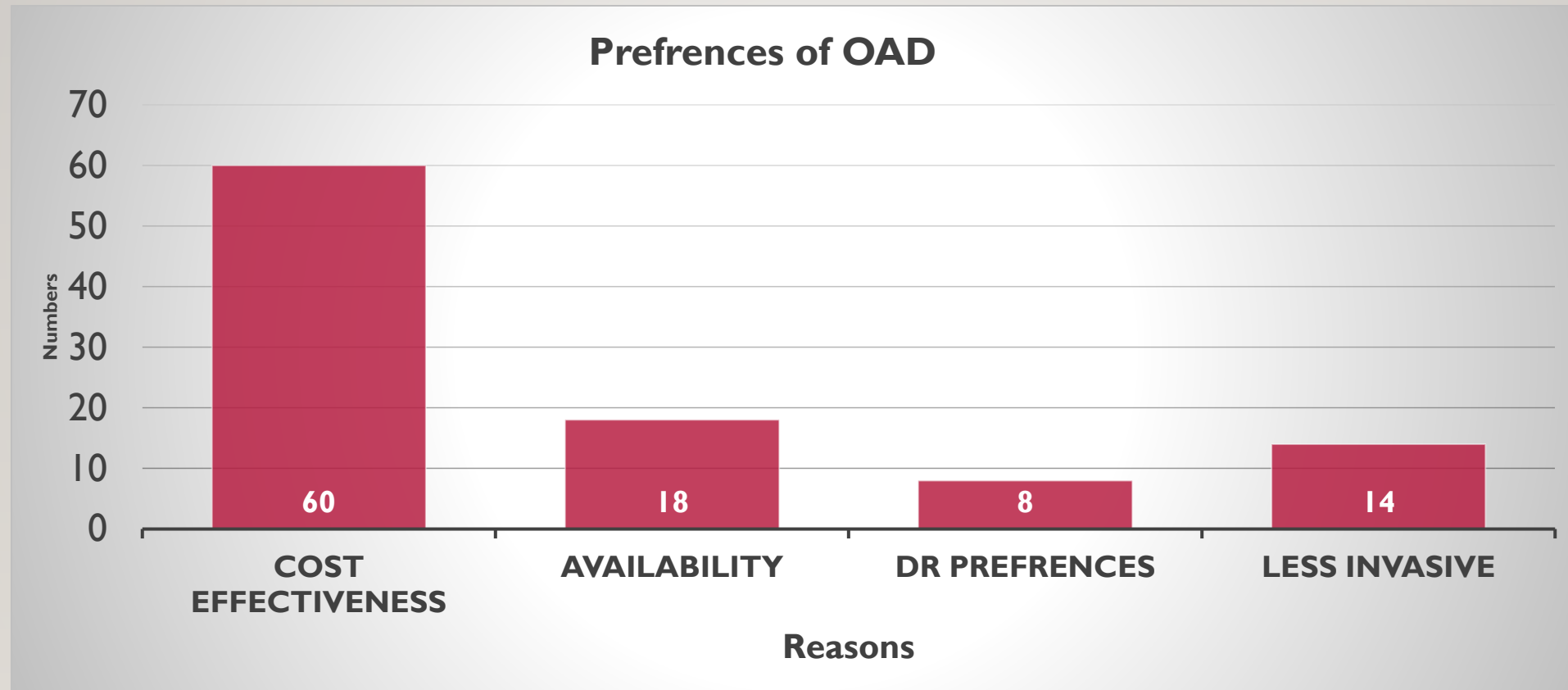
Market Leaders of Injectable



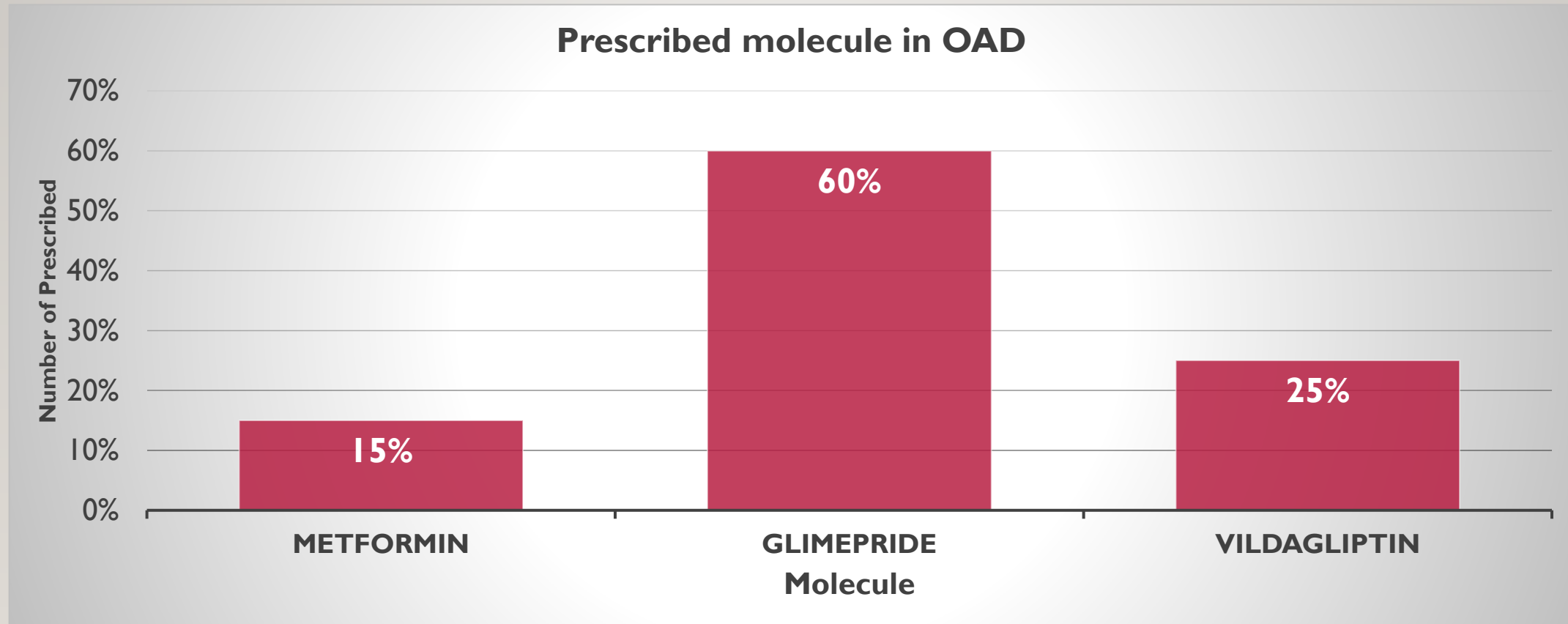
WHICH TREATMENT DO YOU BELIEVE DOCTORS LIKE MOST



WHAT COULD BE THE RATIONALE FOR FAVORING ORAL ANTIDIABETIC MEDICATIONS?



WHICH ORAL ANTIDIABETIC MEDICATION IS MOST FREQUENTLY PRESCRIBED?



CONCLUSION

- The survey was carried out in the Mumbai area between February 2023 and May 2023., **75% indicated that oral diabetes medications are favored, while only 25% indicated that injectable diabetes medications are given.**
- The most frequently prescribed oral diabetes medication is **Glycomet GP (40%).**
- **Mixtard (52%)** is the most frequently prescribed injectable diabetes medication.
- The Competitor Landscape of Antidiabetic market is very big and it is driven by **Novo Nordisk (52%) is the market leader in the injectable anti-diabetic's category, whereas USV (30%) is the market leader in the oral anti-diabetic's segment.**

THANK YOU