

Market Assessment of Antihypertensive Therapy in Varanasi

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Abstract

This study examines the market for antihypertensive therapy in Varanasi, combining primary research from 50 stockiest and 50 chemists with secondary data from NFHS. Key findings include brand preferences, therapy trends, and pricing analysis. The study identifies significant challenges and offers recommendations to improve market dynamics and patient outcomes. This comprehensive analysis provides valuable insights for healthcare providers, pharmaceutical companies, and policymakers.

Introduction

Overview of Hypertension:

- **Definition:** Hypertension is a chronic condition characterized by elevated blood pressure levels, a significant risk factor for cardiovascular diseases.
- **Global Impact:** It affects over 1.13 billion people worldwide, with increasing prevalence in low- and middle-income countries.

Purpose of Antihypertensive Therapy:

- **Objective:** Antihypertensive medications aim to reduce high blood pressure, thereby lowering the risk of cardiovascular events.
- **Types of Medications:** Includes Calcium Channel Blockers (CCBs), Angiotensin Receptor Blockers (ARBs), Beta Blockers (BBs), and Single-Pill Combinations (SPCs) to enhance adherence.

Study Objectives:

- **Primary Objective:** Assess the current market dynamics of antihypertensive therapy in Varanasi, focusing on brand preferences, therapy trends, and pricing.
- **Secondary Objective:** Compare local findings with national data from the National Family Health Survey (NFHS).

Local Context:

- **Significance:** Varanasi's diverse population and healthcare landscape necessitate localized insights to optimize hypertension management.
- **Stakeholders:** Insights will benefit healthcare providers, pharmaceutical firms, and policymakers in enhancing treatment strategies.

Research Question

Main Research Question: What is the current market scenario of antihypertensive therapy in Varanasi?

Sub-questions:

- Which are the top-selling antihypertensive brands in Varanasi?
- What are the prevalent therapy trends and pricing?
- How do local findings compare with national NFHS data?

Objectives

1.Primary Objective:

- 1. To Assess Market Dynamics:** Evaluate the current market scenario of antihypertensive therapy in Varanasi, focusing on:
 1. Brand preferences among 50 stockists and 50 chemists.
 2. Therapy trends include the popularity of single-pill combinations (SPCs).
 3. Pricing variations and affordability challenges.

2.Secondary Objective:

- 1. Comparison with NFHS Data:** Analyze and compare local findings with national data from the National Family Health Survey (NFHS), regarding:
 1. Prevalence of hypertension and treatment adherence trends.
 2. Differences in therapy preferences and health outcomes between Varanasi and national averages.

Methodology

- **Primary Research:** Surveys with 50 stockists and 50 chemists across Varanasi
- **Type of Study:** Descriptive Cross-Sectional Study
- **Secondary Research:** Analysis based on NFHS data
- **Areas Covered:** Sigra, Mahamoorgunj, Cantt, Pandeypur, Bhojubar, Lanka, BHU, Bhelupur
- **Sample Size Calculation:**

Population of interest: Stockists and chemists in Varanasi

Confidence level: 95%

Margin of error: 10%

Sample size formula: $n = Z^2 \cdot p \cdot \frac{(1-p)}{E^2}$

Where $Z = 1.96$ (for 95% confidence level), $p = 0.5$ (assumed proportion), $E = 0.1$

Calculated sample size: 96 (rounded to 100 for convenience)

Survey Questionnaire

- **Demographic Information:** Age, gender, educational background, professional role
- **Brand Preferences and Market Share:** Ranking and reasons for preference of specific antihypertensive brands
- **Therapy Trends:** Preferences for tablet vs. capsule formulations, SPCs
- **Pricing and Affordability:** Average price range of top-selling brands
- **Healthcare Provider Perspectives:** Challenges in prescribing practices, views on market trends

Top-Selling Brands

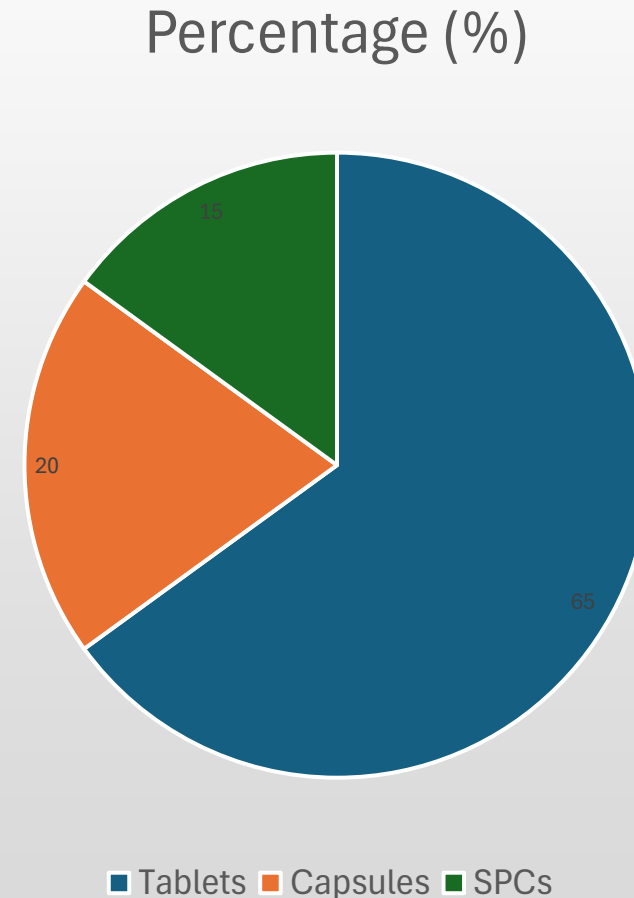
Brand	Market Share (%)
Amlodipine	35
Telmisartan	30
Metoprolol	20
Others	15



Therapy Trends in Antihypertensive Treatments

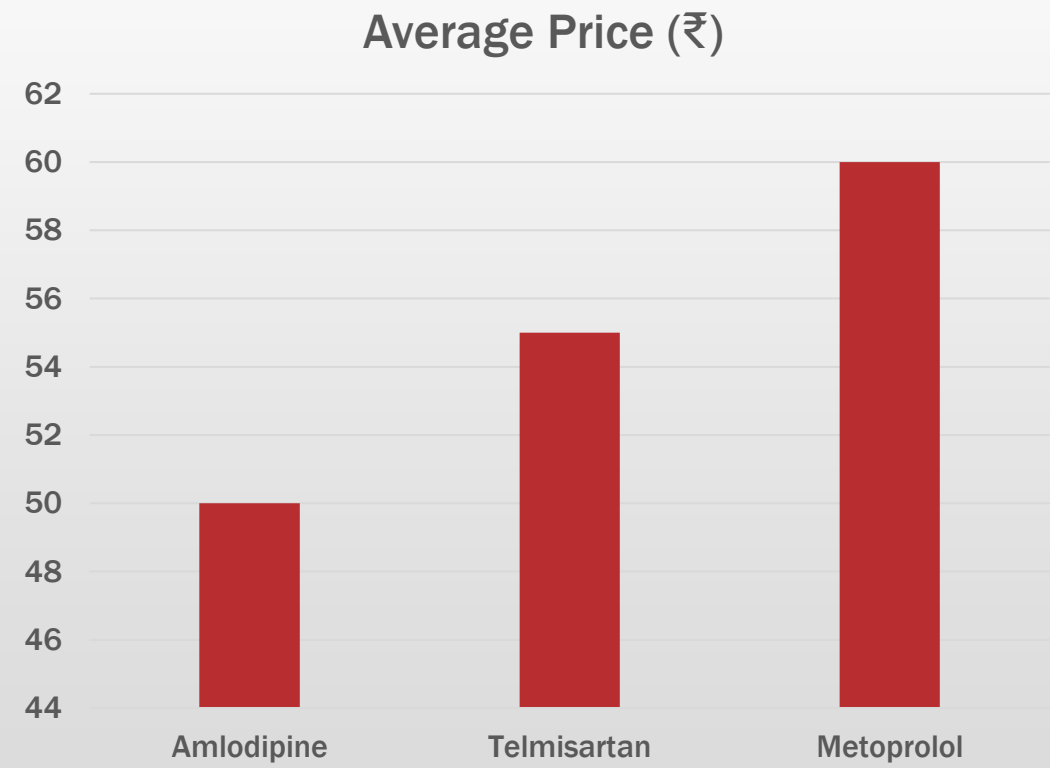
Formulation Preferences:

- **Tablets:** The most preferred form of antihypertensive medication, chosen for their ease of use and widespread availability.
- **Capsules:** Less preferred than tablets but favored by some due to better tolerability and controlled-release formulations.
- **Single-Pill Combinations (SPCs):** Increasing in popularity due to their convenience and improved patient adherence.



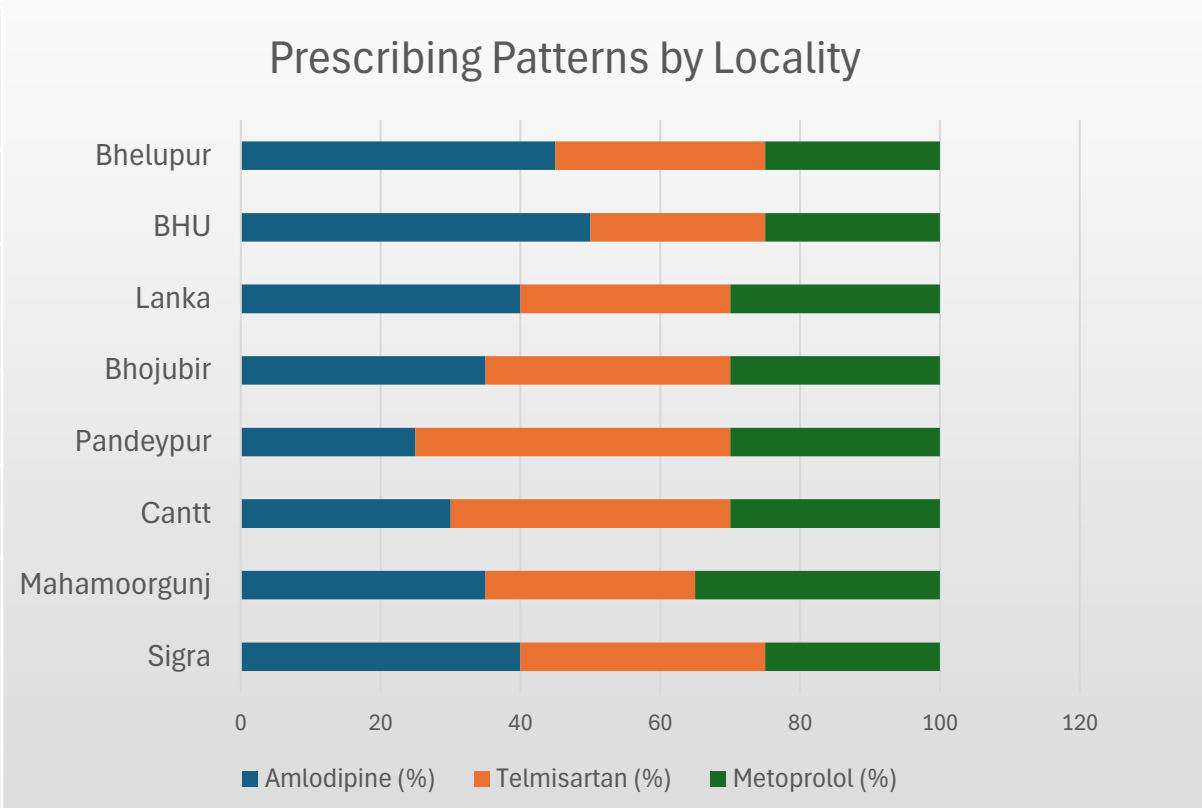
Pricing Analysis

Brand	Average Price (₹)
Amlodipine	50
Telmisartan	55
Metoprolol	60

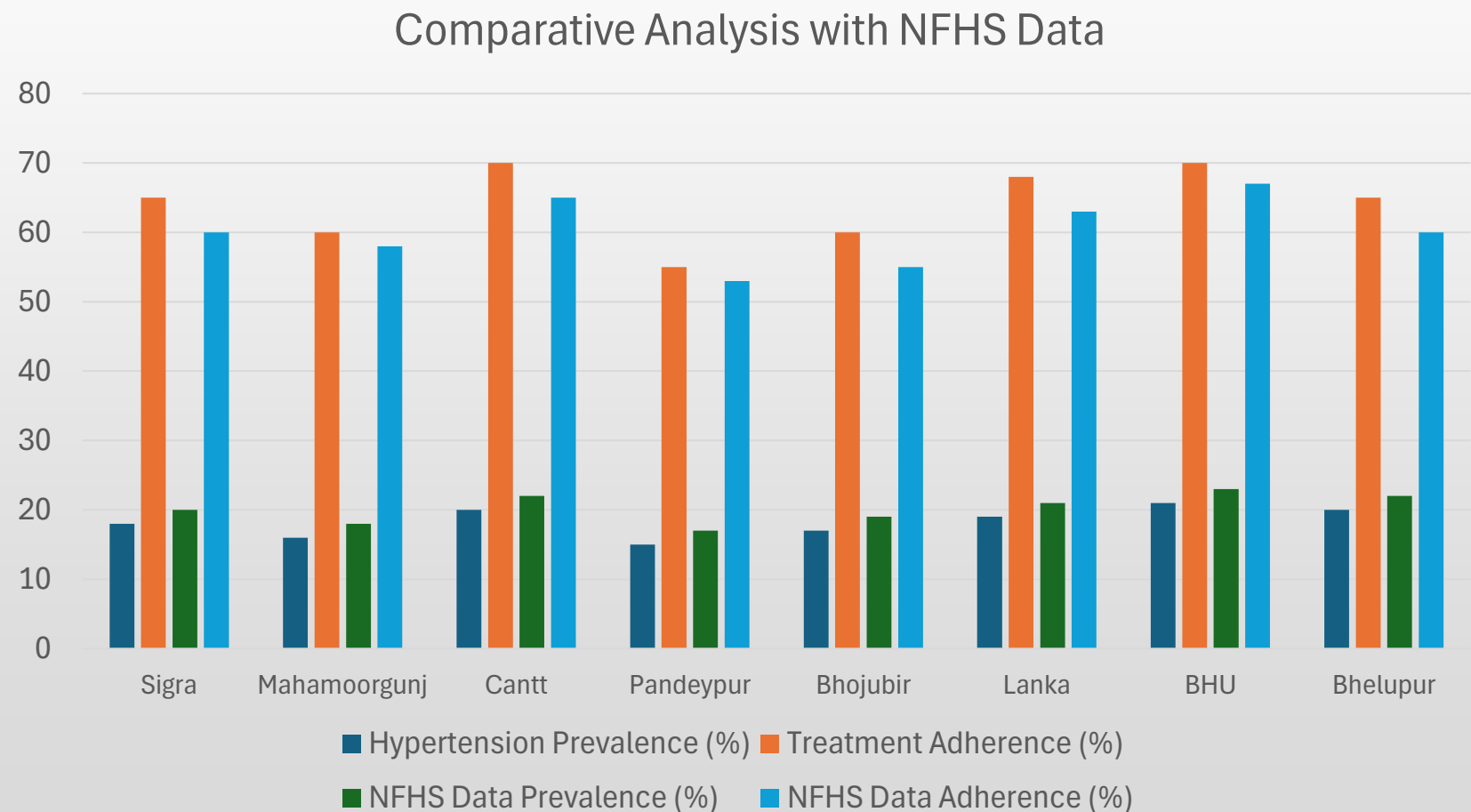


Demographic Insights and Prescribing Patterns

Locality	Amlodipine (%)	Telmisartan (%)	Metoprolol (%)
Sigra	40	35	25
Mahamoorgunj	35	30	35
	30	40	30
Pandeypur	25	45	30
Bhojubir	35	35	30
Lanka	40	30	30
BHU	50	25	25
Bhelupur	45	30	25



Comparative Analysis with NFHS Data



Challenges

Challenges Identified:

- **Inconsistent drug availability**
- **Economic barriers to purchasing medications**
- **Logistical issues in distribution**

Opportunities and Recommendations

Opportunities

- Expand distribution networks
- Promote patient education
- Innovate in product formulations

Recommendations

- **Healthcare Providers:** Optimize prescribing practices, enhance patient education
- **Pharmaceutical Companies:** Improve distribution networks, innovate product formulations
- **Policy Makers:** Ensure equitable access to affordable antihypertensive therapies

Conclusion

- The study underscores the importance of localized insights in optimizing antihypertensive therapy in Varanasi.
- By addressing local market dynamics and healthcare needs, stakeholders can collaboratively improve treatment outcomes and patient well-being.

Thank You