

Synopsis



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By

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Market Assessment of Antihypertensive Therapy in Varanasi: A Comprehensive Study

Abstract: This research paper presents a thorough market assessment of antihypertensive therapy in Varanasi, encompassing both primary and secondary research methodologies. The study involves primary data collection from 50 stockiest and 50 chemists, supplemented by secondary research utilizing data from the National Family Health Survey (NFHS). Epidemiological profiling is conducted to analyze the prevalence and patterns of antihypertensive therapy in the region. The study aims to identify the top-selling brands, therapy trends, pricing dynamics, formulation preferences, and other pertinent factors influencing the antihypertensive market in Varanasi.

Introduction: Hypertension, a global public health concern, demands effective management through appropriate therapeutic interventions. Varanasi, a prominent city in India, warrants a comprehensive assessment of its antihypertensive therapy market to optimize healthcare delivery and address prevalent challenges. This paper delves into the current landscape of antihypertensive therapy in Varanasi, aiming to provide actionable insights for healthcare stakeholders.

Problem Statement: Despite various antihypertensive therapies' availability, there is a gap in understanding the market dynamics and patient preferences in Varanasi. Limited research comprehensively analyzes this region's utilization patterns, pricing strategies, and formulation preferences of antihypertensive drugs. Addressing this gap is essential for informed decision-making by healthcare providers, policymakers, and pharmaceutical companies.

Objectives:

1. To identify the top-selling brands of antihypertensive therapy in Varanasi.
2. To analyze therapy trends, including formulation preferences and duration of usage.
3. To assess pricing dynamics by determining the average price of 10 tablets for the top three selling brands and understanding their affordability for the local population.

Methodology: The research employs a mixed-method approach, comprising both primary and secondary data collection methods.

1. **Primary Research:** Data is collected through structured questionnaires administered to 50 stockiest and 50 chemists in Varanasi. The questionnaire includes inquiries regarding brand preferences, therapy trends, pricing information, and formulation preferences.
2. **Secondary Research:** Epidemiological profiling is conducted utilizing data from the NFHS to understand the prevalence and distribution of hypertension in Varanasi. Additionally, reports from IQVIA are analyzed to gather insights into the overall pharmaceutical market and the top therapy trends in the region.

Results and Analysis: The findings of the study provide a comprehensive overview of the antihypertensive therapy market in Varanasi. Analysis reveals the top-selling brands, prevalent therapy trends, pricing dynamics, and formulation preferences. Insights into patient demographics, therapy duration, and strength preferences contribute to a nuanced understanding of the market landscape.

Conclusion: The research underscores the importance of a systematic market assessment to inform healthcare strategies and optimize patient care in Varanasi. By elucidating the dynamics of antihypertensive therapy utilization, pricing, and formulation preferences, this study empowers stakeholders to make informed decisions and address the evolving healthcare needs of the region. Future research directions may focus on longitudinal studies to track changes in market dynamics and assess the impact of interventions aimed at improving access to antihypertensive therapy.