

Market Research of Semaglutide: Analyzing Market Dynamics and Brand Perception

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Introduction

- Sema glutide belongs to a class of medications known as glucagon-like peptide-1 (GLP-1) receptor agonists¹.
- It mimics the GLP-1 hormone that is naturally released in the gastrointestinal tract in response to eating.
- One of GLP-1's essential roles is to prompt the body to produce more insulin, which helps reduce blood glucose levels (sugar).



Semaglutide

- **Category:** Antidiabetic medication and anti-obesity medication.
- **How it works:** Semaglutide works in a number of ways to lower blood sugar levels and promote weight loss. It increases the amount of insulin released by the pancreas.
- **Dosage:** Semaglutide is available in both injectable and oral forms. The dosage will vary depending on the individual and whether it is being used for diabetes or weight management.
- **Side effects:** The most common side effects of semaglutide include nausea, vomiting, diarrhea, abdominal pain, and constipation. These side effects are usually mild and go away on their own within a few weeks.

- Type 2 diabetes: It improves glycemic control, promotes weight loss, and carries a low risk of hypoglycemia².
- Obesity: Recently, semaglutide has gained attention as a weight loss medication. It has been approved to help prevent life-threatening cardiovascular events in adults with cardiovascular disease who are either obese or overweight.

Application

SWOT Analysis of Semaglutide in the Indian Market



Strengths: Semaglutide shows strong efficacy in treating type 2 diabetes and managing weight, expanding market potential.



Weaknesses: High cost may limit accessibility for many Indians reliant on affordable healthcare.



Opportunities: Rising rates of diabetes and obesity in India create a substantial patient base.



Threats: Complex regulatory landscape and competition from more affordable medications could hinder market share.

Market Dynamics

- The semaglutide market is estimated to be USD 27.55 billion in 2024 and is projected to reach USD 50.34 billion by 2029.
- The compound annual growth rate (CAGR) during this period is approximately 12.80%

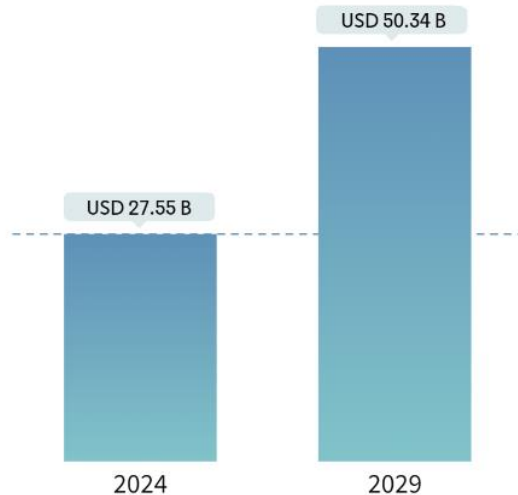


Growth

Semaglutide Market

Market Size in USD Billion

CAGR 12.80%



Study Period

2018 - 2029

Market Size (2024)

USD 27.55 Billion

Market Size (2029)

USD 50.34 Billion

CAGR (2024 - 2029)

12.80 %

Fastest Growing Market

Asia Pacific

Largest Market

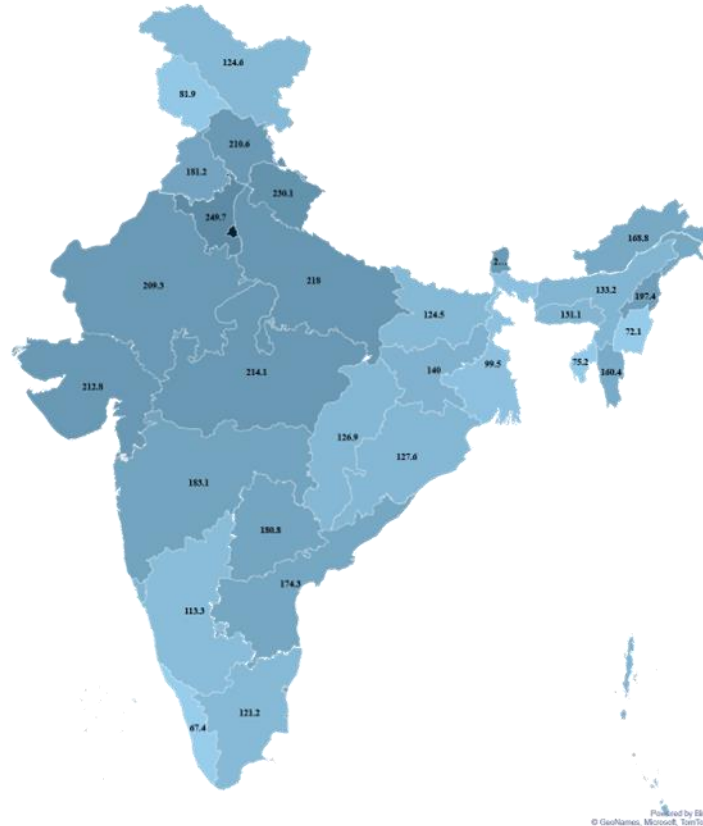
North America

Major Players



Global Impact

- The World Health Assembly Resolution 2022 recommends integrating diabetes treatment and prevention into primary health services.
- Semaglutide contributes to reducing the risk of diseases such as heart attack and stroke among adults with type 2 diabetes.



Healthcare Professionals' Perceptions

Efficacy in Glycemic Control

- Healthcare professionals view semaglutide as a highly effective medication in achieving good glycemic control and managing type 2 diabetes

Favorable Safety Profile

- Healthcare professionals view semaglutide as a highly effective medication in achieving good glycemic control and managing type 2 diabetes

Marketed drugs by Novo Nordisk

	Ozempic	Wegovy
Generic Name	Semaglutide	Semaglutide
Marketed by	Novo Nordisk	Novo Nordisk
Dosage form and strength	Injection - 2 mg / 3 mL (0.68 mg/mL) - Single-patient-use pens (delivering 0.25 mg or 0.5 mg per injection) Injection - 4 mg / 3mL (1.34 mg / mL) - Single-patient-use pen (delivering 1 mg per injection)	Injection - pre-filled, single-dose pen (delivering doses of 0.25 mg, 0.5 mg, 1 mg, 1.7 mg or 2.4mg). Initiate at 0.25 mg once weekly for 4 weeks. Dose is increased slowly until a maintenance dose of 2.4 mg weekly is reached.
Uses	- As an add on to diet and exercise to improve glycemic control in adults with type 2 diabetes - To reduce the risk of major adverse cardiovascular events in adults with type 2 diabetes and established cardiovascular disease	An an add-on to a reduced calorie diet and increased physical activity for chronic weight management in adults with an initial body mass index (BMI) of: 30kg/m² or greater (obesity) or In adults, to reduce the risk of cardiovascular death, heart attack and stroke in people with cardiovascular (heart, blood vessel) disease with either obesity or overweight.
First approved in US	2017	2021

Conclusion

- **Impact on Market:** Semaglutide significantly influences the GLP-1 receptor agonist market.
- **Positive Perception:** It is viewed favorably by patients and healthcare professionals.
- **Addressing Challenges:** High costs and accessibility issues need solutions.
- **Future Outlook:** Innovation and strategic positioning are crucial for growth.

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Thank You