
SYNOPSIS

Dissertation Topic:
GLOBAL TRENDS OF PHARMACEUTICAL INDUSTRY
(LUPIN Ltd)

Guided By:

Prof. Rahul Sharma

School of Pharmaceutical Management

IIHMR UNIVERSITY, JAIPUR

Submitted by:

Name: Kimaya Save

Roll Number: 0395



TITLE

GLOBAL TRENDS OF PHARAMCEUTICAL INDUSTRY (LUPIN Ltd)

Abstract:

This abstract dissects the current dynamics of the global pharmaceutical market. It identifies key trends propelling the industry forward, such as the burgeoning application of precision medicine, and digital therapeutics. These advancements hold immense promise for personalized drug development and enhanced patient care. Additionally, the abstract explores the evolving demographics and disease burden, highlighting the rising demand for novel treatments to address chronic illnesses and cater to aging populations. However, the abstract acknowledges the significant challenges that continue to impede progress. These include the high costs and stagnant productivity within the R&D domain, where developing new drugs remains a financially burdensome and time-consuming endeavour. Furthermore, the abstract emphasizes the need to streamline lengthy and complex regulatory approval processes while maintaining patient safety. Finally, it recognizes the ongoing threat posed by counterfeit drugs, underlining the importance of securing the global pharmaceutical supply chain. By providing a concise overview of both the opportunities and challenges facing the pharmaceutical industry, this abstract underscore the need for a comprehensive understanding of this evolving landscape. This knowledge is crucial for stakeholders to navigate the complex environment and ensure the development of life-saving medications, ultimately improving healthcare outcomes for patients worldwide.

Introduction:

The pharmaceutical industry is a cornerstone of global healthcare, shouldering the responsibility of developing life-saving medications and fostering innovation to combat emerging diseases. This dissertation report delves into the key trends currently transforming this vital sector and explores their potential consequences for Lupin Ltd. By understanding the evolving industry landscape, characterized by these trends, Lupin can strategically position itself for continued success in the global market. The ever-changing landscape presents both exciting opportunities and significant challenges. Companies that can adapt to these trends and leverage them strategically will be well-positioned to thrive. Conversely, those that fail to adapt risk falling behind in this highly competitive industry. The pharmaceutical market is projected for growth at a compound annual growth rate (CAGR) of 4.5%, between an estimated value of \$1.3 trillion in 2022 to a valuation of \$1.9 trillion in 2027, in accordance to the 2023 January publication of IQVIA Market Forecast. Global drug expenditures are expected to exceed pre-pandemic forecasts in 2020 and 2027, mainly due to greater spending on COVID-19 vaccines and treatments, as well as impacts on various healthcare domains. Drug use globally peaked in 2022 after a notable rebound in 2021 as the market emerged from the pandemic. Geographic variations in usage and growth in volume are apparent with lupin's rise having noticeable in larger, more established markets. In contrast, the emerging areas of Latin America, Asia, and Eastern Europe should see rises in both volume and consumption. Through 2027, it is projected that total volume will grow by 1.6% in treatment days, with Asia Pacific, India, Latin America, Africa and the Middle East, and China heading the way and outperforming global volume growth. By 2027, the growth rate of the higher income areas of Eastern Europe, Japan, and Western and North America is anticipated to vary from 0.1% to 0.4%, in part due to their existing bigger per capita spending. The stretched war in Ukraine has caused disruptions that have been inhibiting the development of volumes in Eastern Europe. The anticipated expansion era for the global lupin marketplace is 2024–2031, and significant enhance is projected through that time. Following the market's expected steady expansion in 2021 and the biggest players' growing acceptance of techniques, it is projected to exceed the anticipated horizon in 2021.

Literature Review

Lupin has been a significant player in the Indian pharmaceutical market, particularly in the chronic and high-growth therapeutic sectors. With a revenue of ₹ 60,759 crore, the chronic segment represents up 37% of LUPIN's total earnings. The company's market share grew to 3.45% in FY23, with sales of LUPIN generics increasing 6.5% in FY23. Lupin's focus on India's top five therapeutic areas, including anti-infectives, diabetes, respiratory, gastrointestinal, and cardiology, accounts for 73% of the business's revenue. The company has invested nearly ₹ 1,500 crore in diabetes and cardiovascular drugs, and its gastro+liver therapies surpassed the Rs 600 crore mark in FY23. The company's financial performance analysis helps assess the company's financial health and profitability. The global LUPIN market research report provides a comprehensive analysis of the industry's major categories and sub-segments, highlighting the company's potential for continued growth and success.

Aim And Objective:

Aim:

The overall aim of this study would be to analyze the impact of global trends in the pharmaceutical industry on Lupin Ltd and its future strategies.

Objectives:

- Identify key global trends shaping the pharmaceutical industry, such as:
 - Rise of generics and biosimilars
 - Increasing focus on innovation and specialty drugs
 - Growing importance of emerging markets
 - Regulatory changes and pricing pressures
 - Advancements in technology like personalized medicine and artificial intelligence
- Analyze how these trends are affecting Lupin's business operations, including:
 - Product portfolio and development strategies
 - Geographic expansion plans
 - Marketing and sales approaches
 - Research and development (R&D) investments
- Evaluate how Lupin can leverage these trends to achieve its strategic goals, such as:
 - Becoming a global leader in generics and specialty drugs
 - Expanding its presence in key markets
 - Increasing profitability and market share

By understanding the global landscape and its implications for Lupin, this study can provide valuable insights for the company to make informed decisions and adapt its strategies for sustainable growth in the future.

Research Methodology:

Research Questions

- What initiatives were conducted by LUPIN Ltd to revolutionize the therapy outcome in the market?
- What challenges were faced in domestic market as well as international market?

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Objective of study

To analyse Unveiling Opportunities and Challenges in the Global Pharmaceutical Market

Hypothesis

A comprehensive analysis of global trends in the pharmaceutical industry alongside a detailed examination of the challenges faced, the study aspires to illuminate a path forward for a more informed, robust, and equitable pharmaceutical landscape that ultimately benefits patients worldwide.

This study provides Non directional hypothesis

Material and Methods

Study design: Descriptive Type

Setting: It would be secondary research, with the goal of compiling data from legal documents, regulatory documents, case studies and reports that are already in existence.

Sample Source: Secondary Research

Research Approach/Procedure: Qualitative Approach

Conclusion:

The global pharmaceutical market is at an important turning point. While advances in precision medicine, digital technology and globalization offer enormous potential for personalized care and better access to medicines, significant challenges remain.

High R&D costs, complex regulatory processes and the threat of counterfeit medicines hinder innovation and patient access. This study highlights the critical need for a multifaceted approach. Pharmaceutical companies must adopt cost-effective strategies and use digital tools to accelerate drug development. Collaboration with regulatory agencies can promote innovation while ensuring patient safety. The fight against fake medicines requires strong security measures in the supply chain.

In addition, ensuring affordability requires exploring value-based pricing models and promoting international cooperation to ensure equitable access to medicines. By planning effectively with these trends and challenges, the pharmaceutical industry can unlock the future of personalized medicine, better patient outcomes and a more equitable global health landscape. [10]

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