

**ANALYZING THE COMPETITIVE LANDSCAPE OF FUSIDIC ACID OF
GALCARE PHARMACEUTICALS: MARKET DYNAMICS, KEY PLAYERS, AND
FUTURE TRENDS**

Internship Report submitted

To



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degree of

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In

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By

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PRODUCT EXECUTIVE

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Galcare Pharmaceutical Pvt. Ltd.

Established in September 2008, Galcare Pharmaceutical Pvt. Ltd. specializes in dermatological products, offering a wide range of solutions for skin care and dermatological conditions. With a strong commitment to innovation and quality, Galcare has positioned itself as a trusted name in the dermatology sector. The company is dedicated to improving skin health and enhancing the quality of life for patients through advanced, effective, and safe dermatological products.

Vision: To be a leading global dermatology company, recognized for our innovative and high-quality skin care solutions that promote healthier, more beautiful skin.

Mission: Galcare Pharmaceutical Pvt. Ltd. is committed to advancing dermatological science and providing effective, safe, and innovative products. Our mission is to improve skin health and patient outcomes through cutting-edge research, development, and a customer-centric approach.

Values:

- **Innovation:** Continuously pushing the boundaries of dermatological science to develop novel and effective skin care solutions.
- **Quality:** Maintaining the highest standards in product safety, efficacy, and manufacturing practices.
- **Integrity:** Upholding ethical principles and transparency in all our business operations.
- **Customer Focus:** Prioritizing the needs and well-being of our customers and patients.

1. Acknowledgements

I would like to sincerely thank my mentor, **Mr. SHUBHAM SAINI SIR** for his invaluable guidance and support throughout my internship at Galcare Pharmaceutical Company. I am also grateful to the management and staff of Galcare Pharmaceutical Company for providing a conducive learning environment and all necessary resources.

2. Introduction

This report details my internship experience at Galcare Pharmaceuticals Pvt. Ltd., where I undertook a research project titled “**Analyzing the Competitive Landscape of Fusidic Acid of Galcare Pharmaceuticals: Market Dynamics, Key Players, and Future Trends.**” The primary objective was to explore and analyze the current market conditions, competitor positioning, and future opportunities for fusidic acid in India, with a special focus on Galcare’s performance and strategy. To support the research, I conducted a structured survey using Google Forms, collecting primary data from healthcare professionals to gain direct insights into prescribing patterns, brand perceptions, and product improvement needs.

3. Objectives

- Analyze current market dynamics and trends for fusidic acid in India and globally.
- Assess Galcare’s position relative to key competitors.
- Identify emerging opportunities and threats in the fusidic acid market.
- Recommend strategies to strengthen Galcare’s market position and ensure sustainable growth.

4. Methodology

Research Design: Descriptive and analytical, using both secondary data (market reports, academic literature, proprietary sales data) and primary data.

Primary Data Collection: A comprehensive survey was conducted using Google

Forms, targeting healthcare professionals (general practitioners, dermatologists, and other specialists) to gather first-hand insights on fusidic acid usage, brand perception, and market trends.

Data Analysis: Quantitative analysis of sales trends, market share, and growth rates (2021–2025) using Excel; qualitative insights from literature review, competitor benchmarking, and survey responses.

Tools: SWOT analysis, competitor profiling, and Porter’s Five Forces framework

5.1 Literature Review

The literature review examined the clinical, market, and regulatory context of fusidic acid, with a focus on the Indian pharmaceutical sector. Key areas included the evolution and clinical significance of fusidic acid, trends in antimicrobial resistance, market dynamics, technological innovations in formulation, and the competitive landscape. Special attention was given to the challenges and opportunities faced by mid-sized Indian firms like Galcare Pharmaceuticals, as well as the regulatory frameworks and stewardship requirements influencing antibiotic usage and market access.

5.2 Primary Research

A structured primary research component was conducted to supplement secondary data and literature insights. A Google Form survey was designed and distributed to healthcare professionals across India, including general practitioners, dermatologists, and other specialists. The survey collected quantitative and qualitative data on fusidic acid prescribing habits, brand awareness, product preferences, perceived challenges, and suggestions for improvement. This approach enabled the gathering of real-world, practitioner-level perspectives on the competitive positioning of Galcare and its Fusirose brand within the broader market

5.3 Data Analysis

Data analysis combined both quantitative and qualitative methods. Survey responses from the Google Form were exported to Excel for descriptive statistical analysis, including frequency distributions, cross-tabulations, and graphical visualization of trends. Sales and market share data were also analyzed using Excel to benchmark Galcare's performance against competitors. Qualitative responses from the survey were thematically coded to identify common patterns and actionable insights regarding product improvement and market perception. This mixed-methods approach ensured a comprehensive understanding of both numerical trends and underlying stakeholder attitudes.

6. Findings and Discussion

Survey Insights (Google Form, 196 responses):

- **Respondent Profile:** 30.1% general practitioners, 23.5% dermatologists, with a mix of experience levels.
- **Fusidic Acid Usage:** 44% often or always prescribe it; cream is the most preferred formulation.
- **Brand Awareness:** Fusirose (Galcare) is recognized by 18.9% as a top brand, but only 50% are aware of Galcare's fusidic acid product line.
- **Prescribing Factors:** Brand reputation, efficacy, and availability are the main influencers.
- **Challenges:** Availability, patient adherence, and insurance issues.
- **Market Trends:** 49% saw no change or a slight decrease in fusidic acid prescriptions in the past two years; future usage expectations are mixed.
- **Product Improvement Needs:** Better packaging, enhanced efficacy, more pack sizes, and lower cost were frequently cited.

Market Analysis:

- The global fusidic acid market was valued at USD 29.71 million in 2024, projected to reach USD 42.12 million by 2030. India is a major growth driver in Asia-Pacific.
- The Indian market is highly competitive, led by companies like Sun Pharma, Leo Pharma, Glenmark, and Alembic. Galcare holds an estimated 6–10% share of the Indian

market.

- Galcare's strengths include competitive pricing and robust distribution, but it faces challenges such as limited R&D investment and a narrower product portfolio compared to larger rivals.

Discussion

The use of a Google Form survey provided direct, actionable insights from prescribers, complementing secondary data and proprietary sales figures. The survey revealed both strengths (brand recognition among a segment of doctors, competitive pricing) and areas for improvement (overall awareness, product differentiation, packaging, and efficacy). These findings reinforce the need for Galcare to invest in marketing, education, and product innovation to increase its market share and brand loyalty.

7. Recommendations

Expand Product Portfolio: Develop combination and novel formulations, and explore new indications (e.g., ophthalmic, wound care).

Increase R&D Investment: Collaborate with research institutions and leverage AI for formulation optimization.

Enhance Marketing: Implement digital campaigns and educational initiatives for prescribers and patients, using survey insights to address specific needs.

Broaden Distribution: Expand into rural and semi-urban markets; build institutional partnerships.

Regulatory Compliance: Engage proactively with authorities and adopt robust stewardship practices.

Strategic Partnerships: Collaborate for innovation and participate in industry forums.

Continuous Market Intelligence: Monitor competitor activities and consumer preferences for agile decision-making.

8. Conclusion

The fusidic acid market in India is poised for continued growth, driven by rising infection rates, antibiotic resistance, and innovation in product formulations. The integration of Google Form survey data provided valuable, real-world insights into prescriber behavior and market perception. Galcare Pharmaceuticals, with its strong foundation, is well-positioned but must invest in portfolio diversification, R&D, marketing, and rural outreach to sustain and enhance its market share.