

Analyzing the Competitive Landscape of Fusidic Acid

Market Dynamics, Key Players, and Future Trends

- **Presented By:** Yash Chouhan, MBA (Pharmaceutical Management), IIHMR University
- **Internship Duration:** March 10 – May 31, 2025, Galcare Pharmaceuticals Pvt. Ltd.
- **Presentation Focus:** Strategic analysis of Fusidic Acid market and competitive landscape
- **Organization Mentor:** Mr. Rahul Sharma Sir.
- **Industry Mentor:** Mr. Shubham Saini Sir.



About Galcare Pharmaceuticals

Focused Expertise in Dermatology and Specialty Therapeutics



Established

Founded in 2008 with a mission to innovate dermatological treatments



Core Products

Fusirose Cream & Lotion (Fusidic Acid 2%) as flagship offerings



Strategic Positioning

Ethical marketing, affordability, and strong presence in urban and semi-urban markets



Research Overview

Internship Scope and Research Objectives

- **Internship Timeline:** March 10 – May 31, 2025 at Galcare Pharmaceuticals Pvt. Ltd.
- **Research Focus:** Comprehensive analysis of Fusidic Acid's competitive environment
- **Strategic Aim:** Deliver actionable insights and growth strategies for Galcare



Introduction to Fusidic Acid

Steroidal Antibiotic with Targeted Efficacy

- **Antibiotic Profile:** Fusidic Acid is effective primarily against *Staphylococcus aureus*, including MRSA
- **Topical Applications:** Commonly used in creams and ointments to treat skin infections
- **Strategic Relevance:** High utility in combating antimicrobial resistance (AMR) scenarios



Market Scope – Global & Indian

Growth Trajectory and Market Drivers

- **Global Outlook:** Market expected to grow from USD 29.71M (2024) to USD 42.12M by 2030
- **Indian Market:** Rapid expansion within APAC, driven by infection prevalence and access initiatives
- **Growth Catalysts:** Antimicrobial resistance, improved access, and novel formulations



Research Methodology

Framework, Sources, and Analytical Tools

- **Design:** Descriptive and analytical approaches for market evaluation
- **Data Sources:** Secondary data from proprietary sales reports, literature, and surveys
- **Analytical Tools:** SWOT, Porter's Five Forces, pie charts, and survey analytics



Literature Review Highlights

Key Insights from Academic and Industry Sources

- **AMR Challenges:** Antimicrobial resistance is a major concern for Fusidic Acid use and regulation
- **Formulation Trends:** Emergence of combinations and nano-formulations to boost efficacy
- **Global Investment:** Leading players focus on stewardship programs and R&D pipelines



Survey Demographics

Respondent Profile Across India

- **Roles of Respondents:** General Practitioners (30.1%), Dermatologists (23.5%), Others (28.1%)
- **Experience Spectrum:** Major groups: 0–5 years (28.6%) and over 20 years (28.1%)
- **Geographic Spread:** Wide representation across Indian states and metro tiers



Prescription Behavior & Form Preferences

Usage Trends and Formulation Insights



Prescribing Frequency

44% of respondents prescribe Fusidic Acid often or always



Form Preference

Cream (22.4%) and spray/dusting powder (18.9%) most used



Brand Familiarity

Only 26% of respondents were 'very familiar' with Galcare's brand

Top Brands Prescribed

Market Distribution Among Leading Players



Galcare – Fusirose

Accounts for 18.9% of prescriptions;
strong brand but room for growth



Apex – Sofinox

Second most prescribed brand at
17.3%



Geno – Fusigen

Holds 14.8% of the prescription
market; competitive in urban zones

Brand Selection & Challenges

Key Drivers and Market Barriers

- **Selection Drivers:** Brand reputation (18.4%), efficacy (17.9%), and availability (17.3%) are top factors
- **Operational Challenges:** Product availability and patient adherence issues impact brand loyalty
- **Reimbursement Barriers:** Insurance and affordability constraints influence prescribing behavior



Perception of Galcare

Awareness and Brand Sentiment Insights

- **Brand Awareness:** 50% of respondents were aware of Galcare's product line
- **Satisfaction Level:** 25% of respondents were very satisfied, while 22% were dissatisfied
- **Comparative Standing:** 41.8% believe Galcare is on par or worse than competitors



Competitor Benchmarking

Positioning of Galcare Among Key Market Players

- **Top Competitor – Wallace:** Leads with 18.9% share; strong distribution and branding
- **Apex & Sun Pharma:** Hold 16.8% and 15.3% respectively, noted for widespread reach
- **Galcare's Rank:** Fourth in market at 12.2%, trailing industry leaders



Sales & Market Share

Current Market Performance Snapshot

- **Galcare's Share:** 5.98% market share by value, based on Jan 2025 MAT data
- **Leading Players:** GENO, Rely On Pharma, and Rhine Biogenics dominate the value-based share
- **Competitive Spread:** Highly fragmented landscape with opportunities for agile players



Strategic SWOT Analysis (Galcare)

Internal Strengths and Market Threats

- **Strengths:** Affordable pricing, dermatologist trust, solid urban reach
- **Weaknesses:** Limited product portfolio and minimal R&D investment
- **Opportunities:** Expansion into rural areas, combo formulations, EMR tie-ups
- **Threats:** Price competition, AMR policy changes, MNC dominance



Porter's Five Forces – Market Evaluation

Assessing Galcare's Strategic Environment

- **Rivalry Among Competitors:** High – Fragmented market with strong local and MNC presence
- **Supplier Power:** Moderate – Generic formulations allow switching, but active APIs are limited
- **Buyer Power:** High – Prescribers and patients have many alternatives
- **Threat of Substitutes:** Moderate – Other topical antibiotics compete on price and spectrum
- **Barriers to Entry:** Low to Moderate – Regulatory hurdles are light, but brand building is capital-intensive

Strategic Recommendations

Key Actions for Competitive Growth

- **Expand Product Line:** Introduce combination formulations (e.g., with corticosteroids) to meet market demand
- **Rural & Institutional Outreach:** Strengthen distribution in rural areas and engage with institutional buyers
- **Digital & CME Engagement:** Leverage digital platforms and CME programs to improve brand recall
- **Compliance & Pharmacovigilance:** Enhance monitoring systems to ensure product safety and trust



Conclusion & Way Forward

Path to Sustainable Growth for Galcare



Market Foundation

Fusirose has secured a strong foothold in dermatological care



Strategic Needs

Growth demands innovation, outreach, and brand investment



Forward Strategy

Diversify offerings, enhance digital presence, and build long-term trust

Thank You

Innovation with Integrity – Galcare's Commitment to Excellence

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