

The background of the slide is a dark blue-grey color with a faint, repeating pattern of ECG (heart rate) lines in a lighter blue-grey shade. The lines are slightly blurred and overlap, creating a sense of depth and movement.

Market Research and Trend Analysis with Reference to Cardiac Drugs (Beta Blockers)

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ABSTRACT

- CVDs are a major cause of mortality in India.
- Beta-blockers are vital in treating various heart conditions.
- Study conducted in Maharashtra using primary and secondary data.
- Metoprolol & Atenolol are leading due to cost and efficacy.
- Market influenced by price, prescriber preference, and distribution.

OBJECTIVES & SCOPE

Objectives:

- Analyze beta-blocker usage and brand trends.
- Study the competitor landscape in the cardiac segment.

Scope:

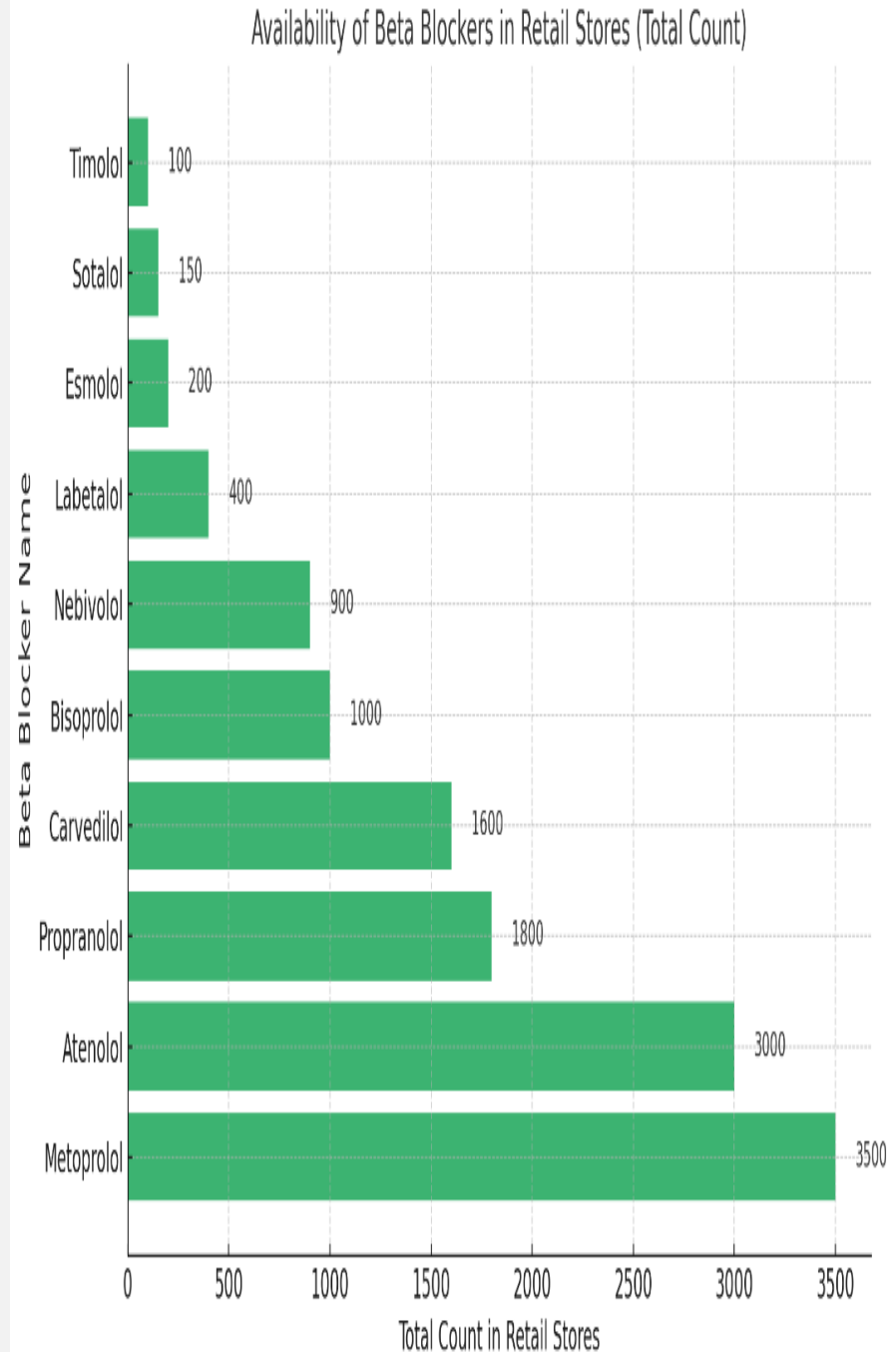
- Focus on the Maharashtra region.
- Identify sales strategies and promotional tools.

Methodology

- Design: Descriptive
- Sample Size: 200 Pharmacists
- Area: Maharashtra
- Tools: Questionnaire & Microsoft Excel
- Data: Primary (survey) and Secondary (journals, web)
- Duration: 2 months

Market Insights – Brand Availability

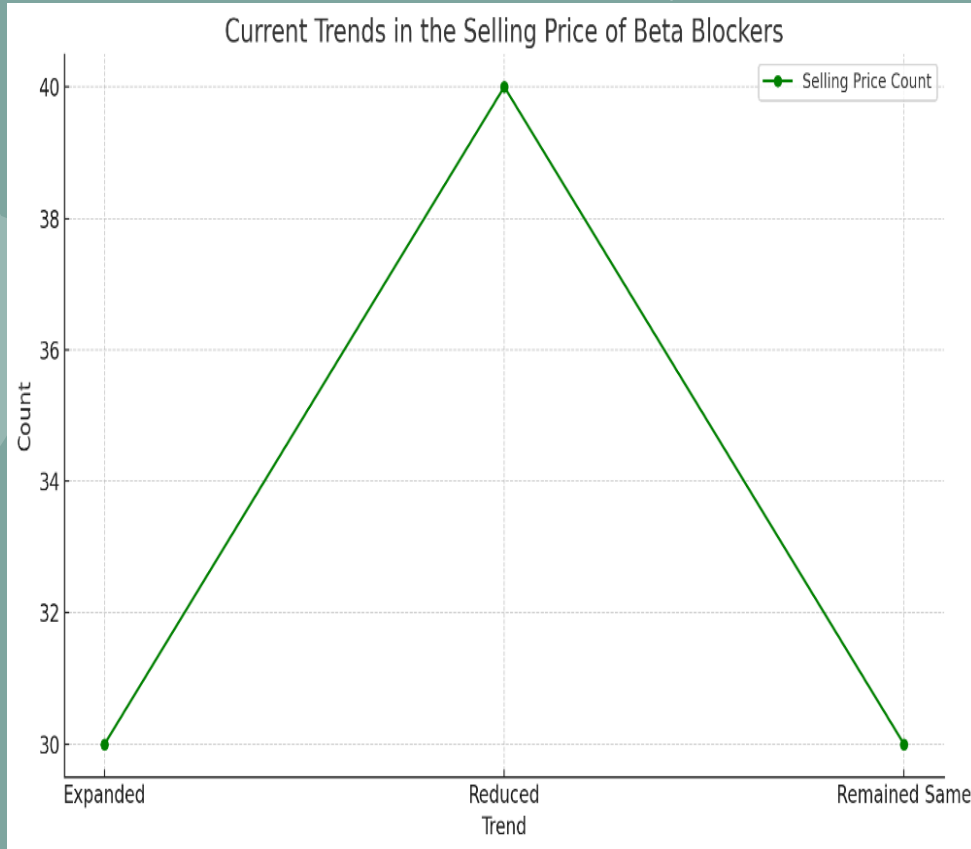
- Metoprolol (28%), Atenolol (24%), Propranolol (14%)
- Bisoprolol and Nebivolol showing growth
- Esmolol and Timolol used in specialized settings
- Leading brands due to cost and prescription volume



Competitive & Sales Analysis

Company	Major Beta-Blockers	Key Strengths
AstraZeneca	Tenormin (Atenolol)	Strong brand presence and R&D investment.
Novartis	Visken (Pindolol)	Global market reach and innovation in cardiovascular drugs.
Merck & Co.	Betaloc (Metoprolol)	Focus on precision medicine and novel formulations.
Sanofi	Avlocardyl (Propranolol)	Diversified cardiovascular portfolio.
Pfizer	Inderal (Propranolol)	Strong presence in both branded and generic cardiovascular drugs.
Teva Pharmaceuticals	Generic Atenolol, Metoprolol	Leading generic manufacturer with cost-competitive pricing.
Sun Pharma	Betacard (Atenolol)	Expanding reach in emerging markets.
Torrent Pharmaceuticals	Met XL (Metoprolol Succinate)	Strong domestic presence in India and focus on cardiovascular generics.

Dosage & Price Trends



- **Preferred dosages:
Atenolol 50 mg & 25 mg**

Price Trends:

- **40% saw price reduction**
- **30% experienced price increase**
- **30% remained stable**

Key Market Drivers

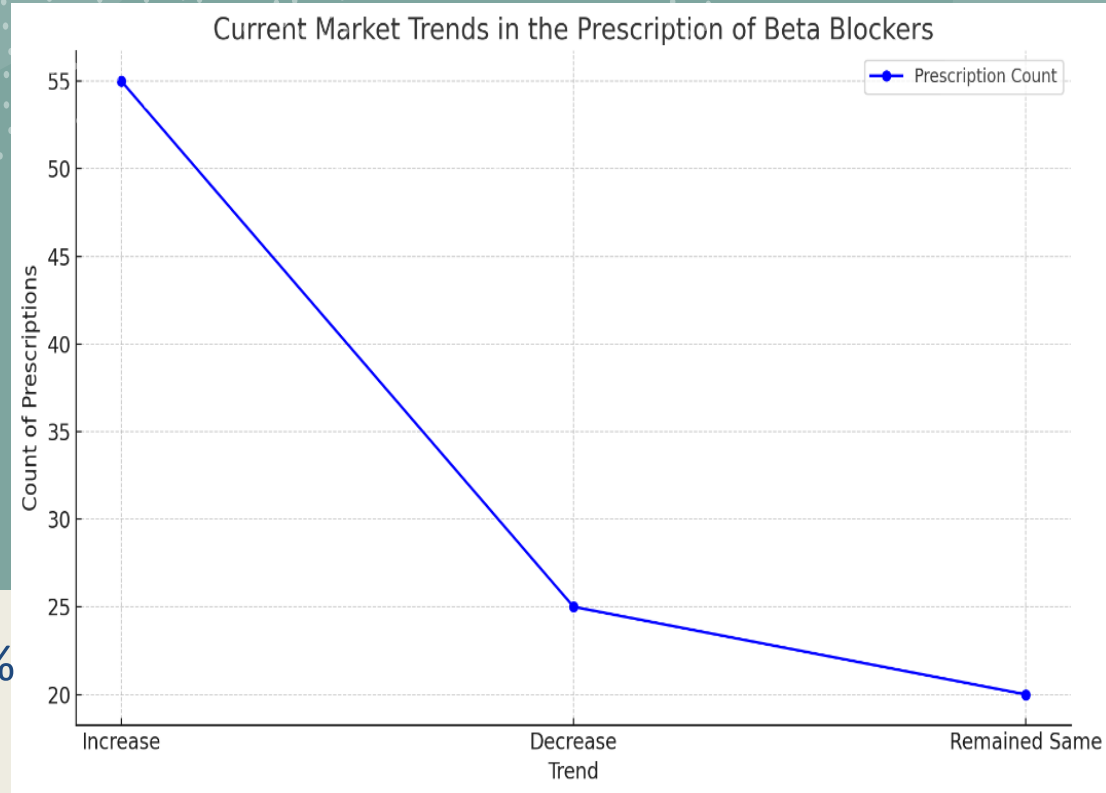
Availability from Distributors: 40%

High Prescription Rates: 35%

Profit Margins: 25%

Prescription Trends:

- Increased: 55%
- Decreased: 25%
- Stable: 20%



Discussion & Strategic Implications

- Metoprolol & Atenolol are first-line treatments.
- Indian generics dominate the market.
- Stocking influenced by supply and doctor demand.
- Pharma firms should balance innovation with pricing.

Conclusion

- Beta-blockers remain vital in cardiac care in India.
- Prescription growth aligns with heart disease rise.
- Strategy must align with doctor trust and supply.
- Innovation and affordability must go hand-in-hand.