

Competitive Landscape of Co-Amoxyclav 1g in India: Pricing, Prescribing Trends and Key Players

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2025



Introduction: Co-Amoxyclav 1g in India

1 Broad-Spectrum Antibiotic

Co-Amoxyclav 1g combines Amoxicillin and Clavulanic Acid for powerful action.

2 Treating Infections

It is vital for common bacterial infections like RTIs, UTIs and skin issues.

3 Market Growth

The Indian market hit ~\$450 Million USD in 2023, growing at 8.5% CAGR

4 Combating Resistance

It is crucial for addressing rising antibiotic resistance in India.

Research Objectives

1

Pricing Analysis

Analyze pricing strategies across key brands and generic variants.

2

Prescribing Trends

Evaluate prescribing trends by medical specialty, indication, and region.

3

Identify Key Players

Identify major pharmaceutical players and their respective market shares.

4

Assess Dynamics

Assess competitive dynamics and future growth opportunities.



Competitive Pricing Analysis

Average Price	INR 28.50 per tablet (1g)
Price Range	INR 12.00 (generic) to INR 45.00 (innovator)
Innovator Premium	~50% over generics (e.g., Augmentin vs. Moxikind-CV)
Price Control Impact	NPPA affects ~15% of market volume
Bulk Discounts	10-15% for hospital purchases

The market showcases a wide price spectrum for Co-Amoxyclav 1g in India.



Prescribing Trends & Patterns

Key Prescribers

General Practitioners account for 40% of prescriptions.

Top Indications

- Respiratory Tract Infections (35%)
- Urinary Tract Infections (25%)
- Skin/Soft Tissue Infections (15%)

Geographic Usage

Urban areas contribute 65% of volume, rural areas 35%.

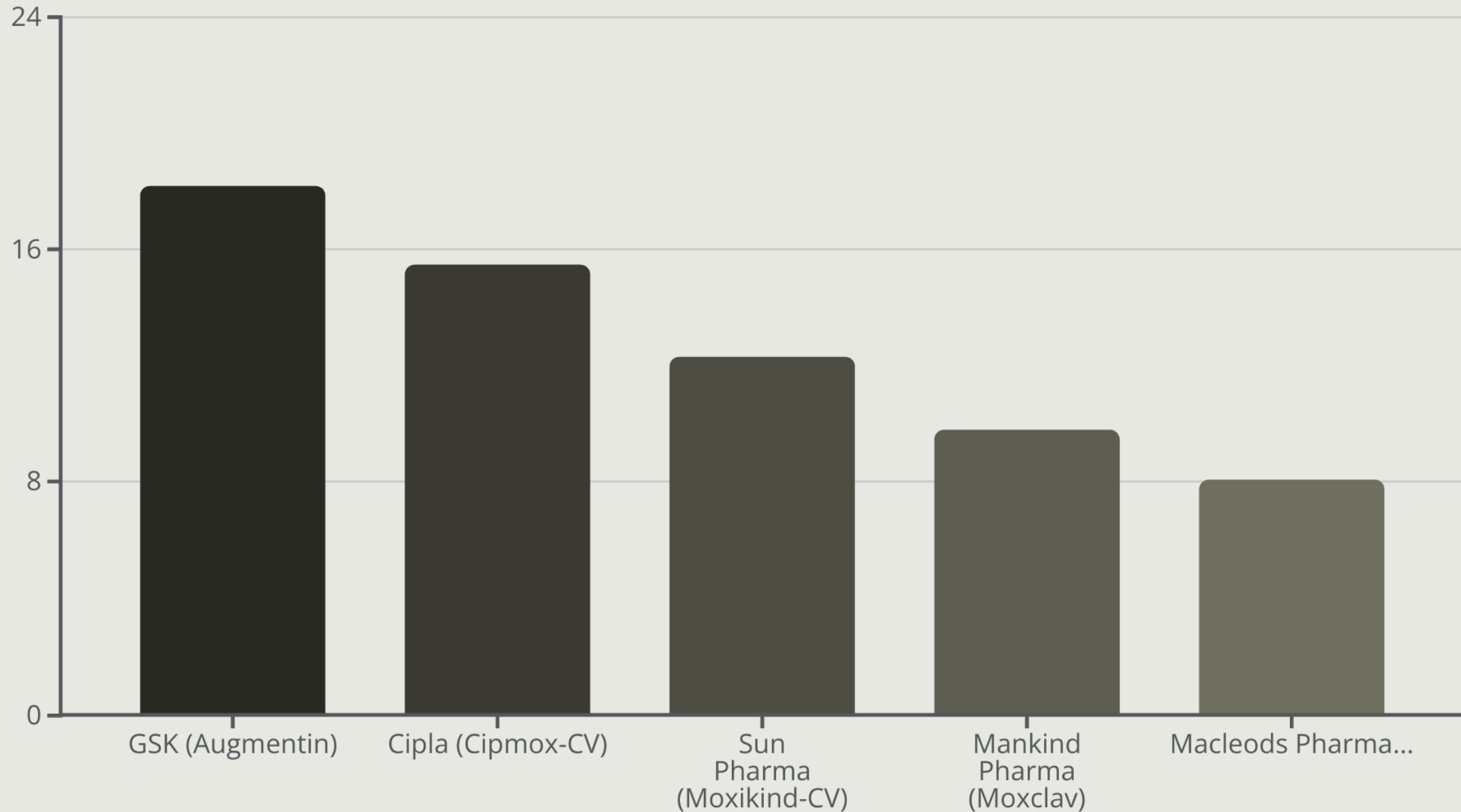
Pediatric Preference

Pediatricians prefer liquid suspensions for children.

Physician Information

70% of physicians rely on company medical representatives.

Key Players & Market Share



Challenges & Opportunities

Challenges

- Growing antibiotic resistance (E. coli: 20% resistance)
- Intense price competition erodes generic margins.
- Over-prescription due to poor diagnostic infrastructure.
- Counterfeit drug prevalence (5-8% of market).

Opportunities

- Untapped rural market potential.
- Fixed-dose combinations for superbugs.
- Government's "Make in India" for API sourcing.
- Export potential to Southeast Asia and Africa.

Conclusion & Recommendations

Market Overview

The Indian Co-Amoxycylav 1g market is dynamic, price-sensitive, and highly competitive.

For Manufacturers

- Focus on brand differentiation and physician education.
- Optimize cost structures for generic profitability.
- Invest in antibiotic stewardship programs.

For Policy Makers

- Strengthen resistance surveillance.
- Implement stricter quality control.
- Promote affordable, responsible usage.



Future Outlook and Research Directions

Expanding Rural Reach

Focus on improving healthcare access and distribution in rural areas.

Innovation in FDCs

Develop novel fixed-dose combinations to combat emerging resistant strains.

Digital Health Integration

Leverage telemedicine and digital platforms for remote diagnosis and prescription monitoring.

Global Collaboration

Explore partnerships for API sourcing and export opportunities.

Continued research will explore the impact of emerging technologies and policy changes on market dynamics.



Thank You

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