

MARKET ANALYSIS OF ANGIOTENSIN CONVERTING ENZYME (ACE) INHIBITORS

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INTRODUCTION

Hypertension is considered as one of the major chronic diseases which results in high mortality and morbidity in today's growing world.

Socio-economic, behavioural, nutritional, and public related issues also result in an increase in cardiovascular disease (CVD) throughout the world.

Hypertension results from increased peripheral vascular smooth muscle tone, which leads to increased arteriolar resistance and reduced capacitance of the venous system.

ACE (Angiotensin Converting Enzyme) inhibitor is an agent which block the angiotensin converting enzyme which ultimately inhibit the conversion of Angiotensin-11 from Angiotensin-1.

It decreases angiotensin-II and increases bradykinin levels; it also decreases the secretion of Aldosterone resulting in decreased sodium and water retention.

Used in patients with cardiac failure, renal disease or systemic sclerosis. Also used to treat diabetic nephropathy and left ventricular hypertrophy.

ACE Inhibitors should be used with cautions used in patient with: Impaired Renal Failure & Hypovolemia or Dehydration

OBJECTIVE OF THE RESEARCH

- The main objective is to find out the market analysis of Angiotensin Converting Enzyme (ACE) Inhibitors.

Primary Objective:

- To analyse the drug regarding ACE inhibitor.
- To identify types of drugs used in the market for antihypertension.
- To quantify market of drug products and brands of ACE.
- To examine the competitor landscape of ACE.

RESEARCH METHODOLOGY

Scope of the study:

The major scope of this study is to know that what is the scope and acceptance of ACE Inhibitors in Gujarat Region and then to identify its market strategy to increase its sales and promotional tools.

Sample Design: Descriptive

Sample Size: 200

Sample Population: Pharmacist

Sample Area: Gujarat

Study Duration: 2 Months

Data Collection Method:
Primary- Collected by the means of questionnaire.
Secondary- Gathered from the medical journals, literature, and internet.

Tools used for Data Collection:
Direct Questionnaire Method

Tools used in Data Analysis:
Microsoft-EXCEL

Types of Questionnaires:
Structured

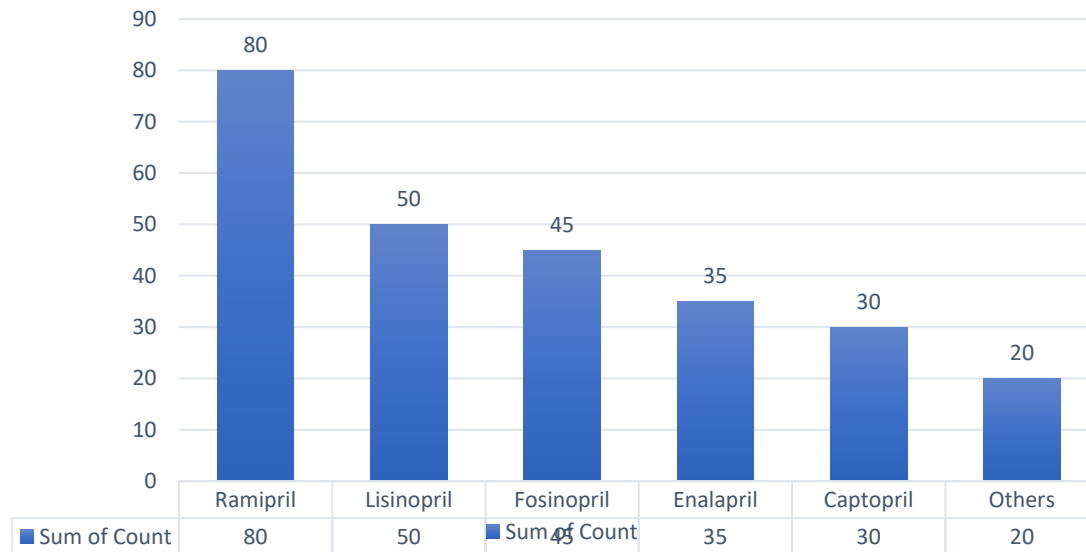
Types of questions:
Close & Open ended

DATA ANALYSIS

Findings and Interpretation

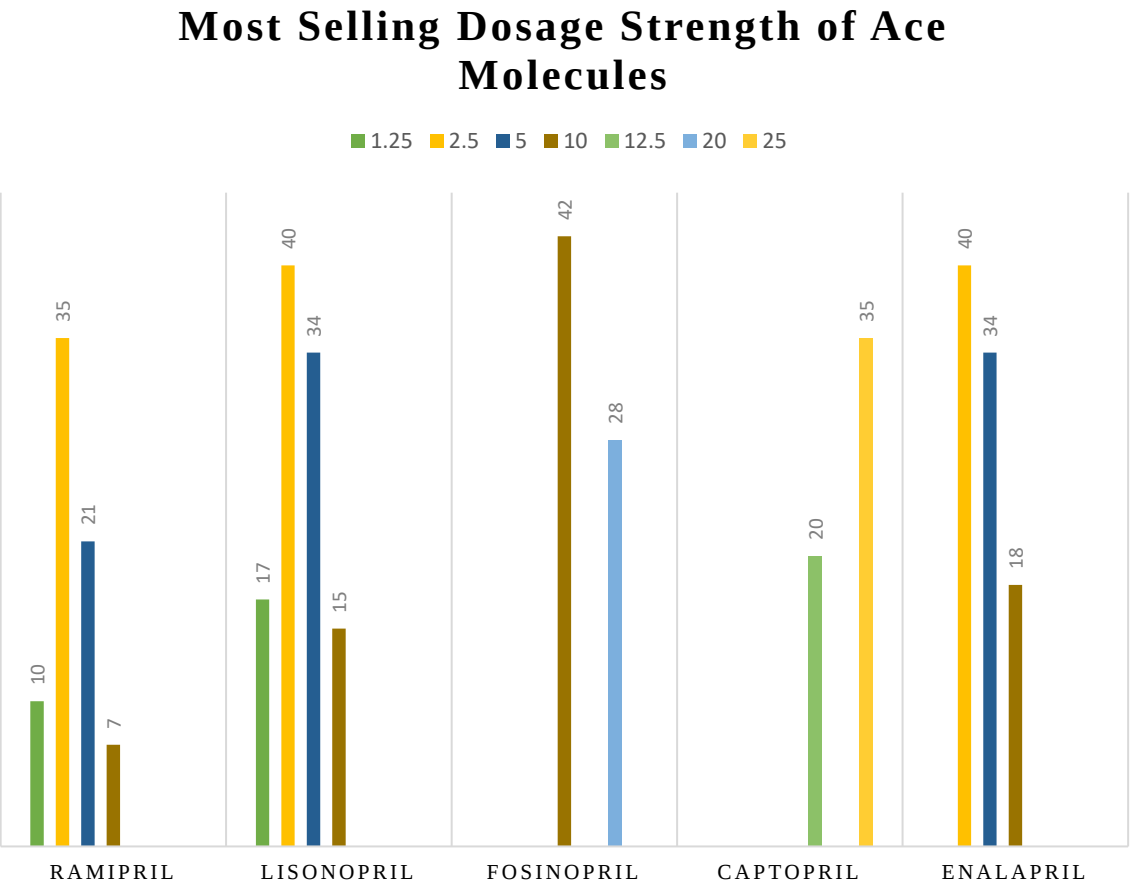
1. Analysis of ACE Inhibitors Molecules Present in The Market

Availability of ACE Inhibitors in Retail Store



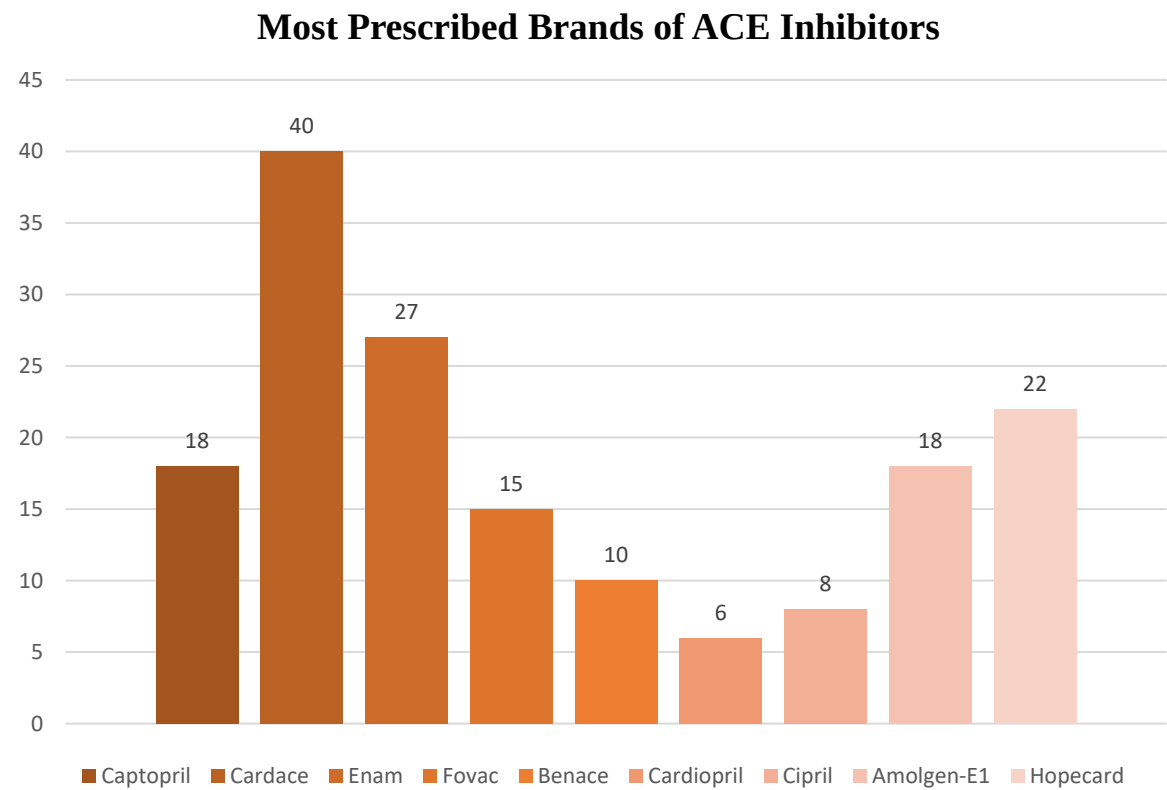
- The research states that Ramipril is the maximum promoting molecule of ACE inhibitors round 31% respondent standard its presence in a medical store. Followed through Lisinopril (19.23%), Fosinopril (17.31%), Enalapril (13%), Captopril (12%) and others such as (Perindopril, Imidapril, Benazepril) additionally comprise 8% availability attractiveness rate. It suggests that Ramipril is extra ability than the relaxation of the ACE inhibitors molecules.

2. Analysis of Different Dosage Strength of Ace Molecules



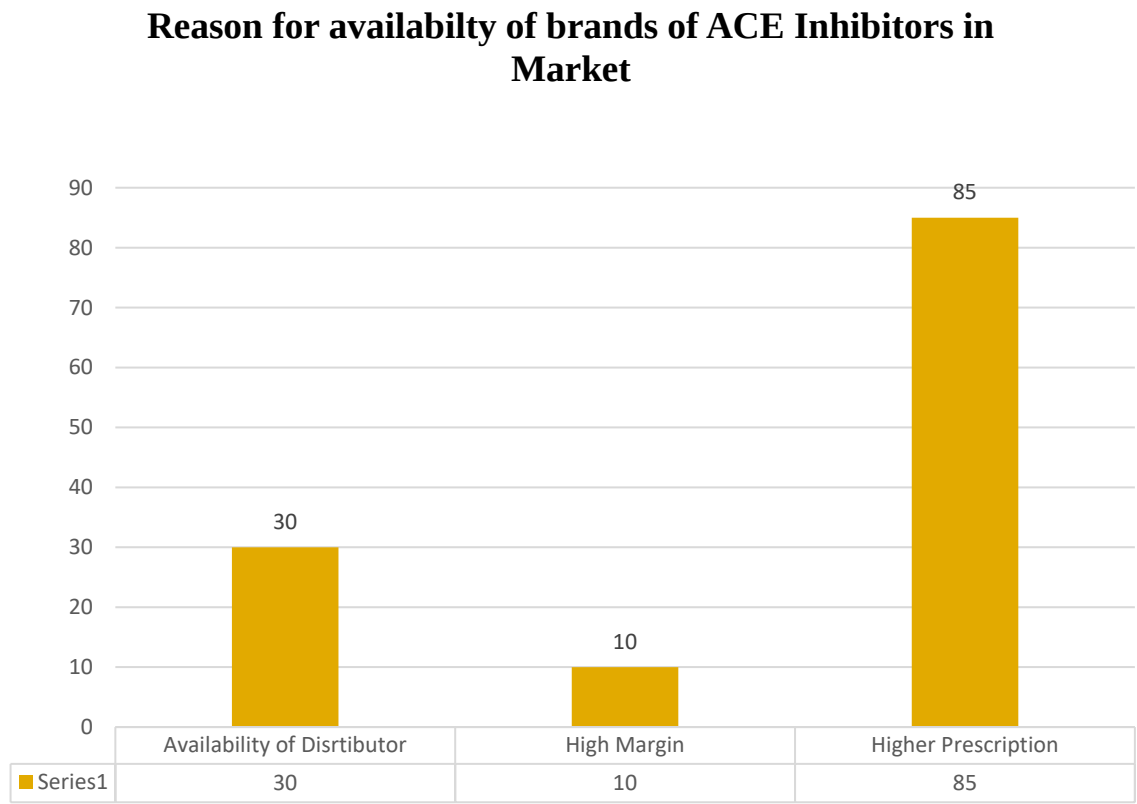
➤ The above graphical representation shows that compared with various ACEI inhibitor molecules, Ramipril 2.5 mg is the best-selling dose, followed by Lisinopril 2.5 mg, Fosinopril 10 mg, Captopril 25 mg and Enalapril 2.5 mg. The prescription has different efficacy and pharmacological effects for everyone, but the most prescribed by doctors are ACE inhibitors: Ramipril, Lisinopril and Enalapril.

3. Analysis of Consecutive Prescribed Brands of ACE Inhibitors



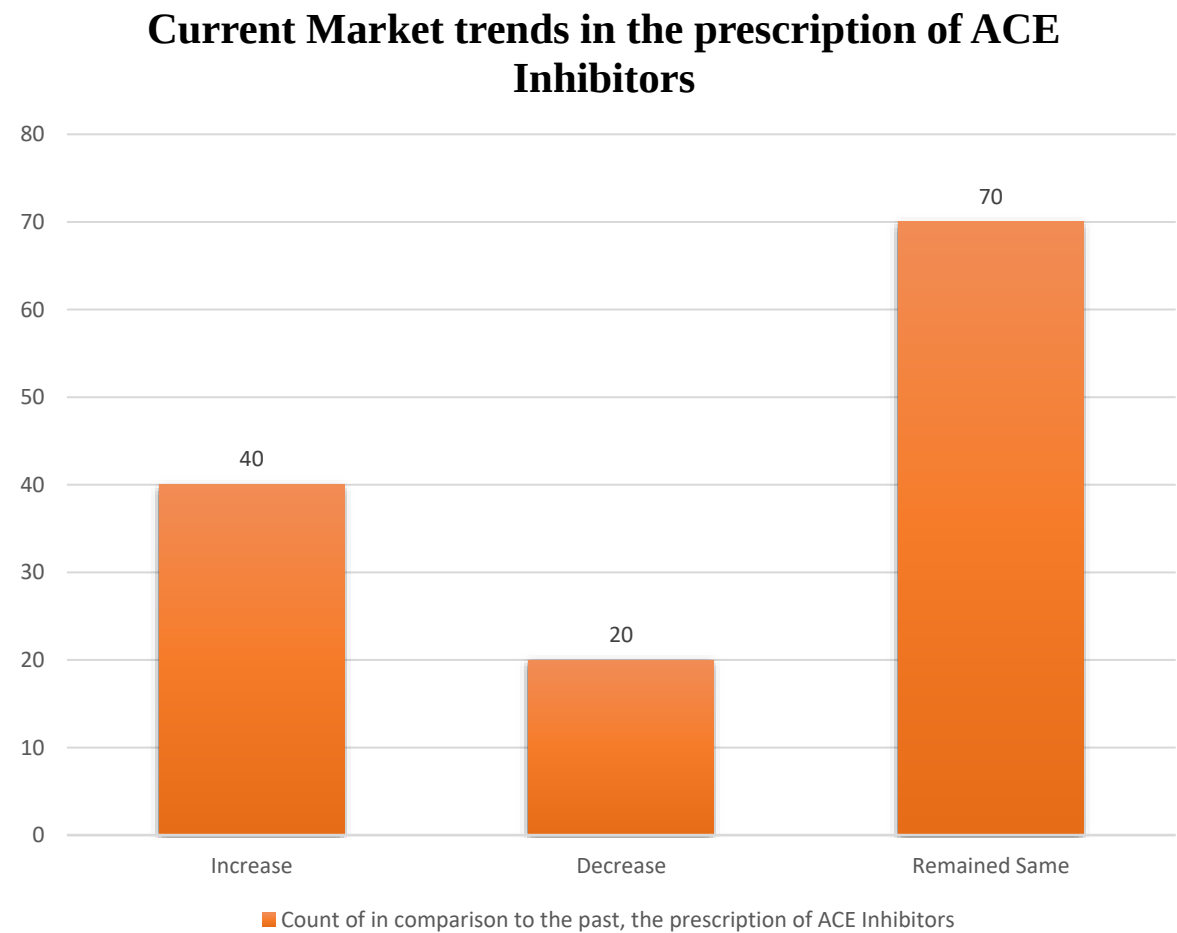
➤ The above graph illustrates that Cardace is the most prescribed brand with 40 strips count sold per week followed by Enam with 27, Hopecard with 22, Amlogen, and Capotril with 18. The top 5 brands are Ramipril, Enalapril and Lisinopril are the main giants of the market. The competition between the brands for other molecules was quite defined with limited brands capturing a significant market share.

4. Market Analysis on The Reason for Keeping the Brands Of ACE Inhibitors



➤ The chart shows that according to the pharmacy market monitoring, the availability of brands on the market is for good reasons, mainly depending on the doctor's prescription. The availability of distributors, high profit margins and, most importantly, the number of prescriptions of the brand. The higher the formula, the higher the demand. From this point of view, the availability of the brand will also increase.

5. Current Market Scenario in the Order of ACE Inhibitors



➤ The graph depicts that about 70% of respondent said that they did not observe any changes in the frequency of prescription at their stores whereas 40% of respondents agreed it there is a ascend in the remedy of ACE inhibitors and 20% referenced that there has been a ruin in the solution of ACE inhibitors.

CONCLUSION

The outcomes showed that the medications containing the dynamic substances of the angiotensin changing over protein inhibitors class had huge expansions in quantitative and esteem deals, carrying generous incomes to drug stores.

Salesforce assumes a vital part in the remedy age in an exceptionally aggressive market. Cardiovascular illnesses are the most common reason for death and incapacity in created and non-industrial nations. There is a wide variety in the costs of antihypertensive medications showcased in India.

The investigation shows that there is a wide variety in the costs of various brands of same ACE Inhibitors and ARBs in Indian market. Greatest expense variety 400% is for Lisinopril (2.5mg), trailed by Enalapril (10mg) 394.16%, Telmisartan (20mg) 322.22%. They have significant job in administration of hypertension especially whenever related with different morbidities like diabetes.

THANK YOU

