



Indian Pharmaceutical Market Analysis **(2014-2019)**



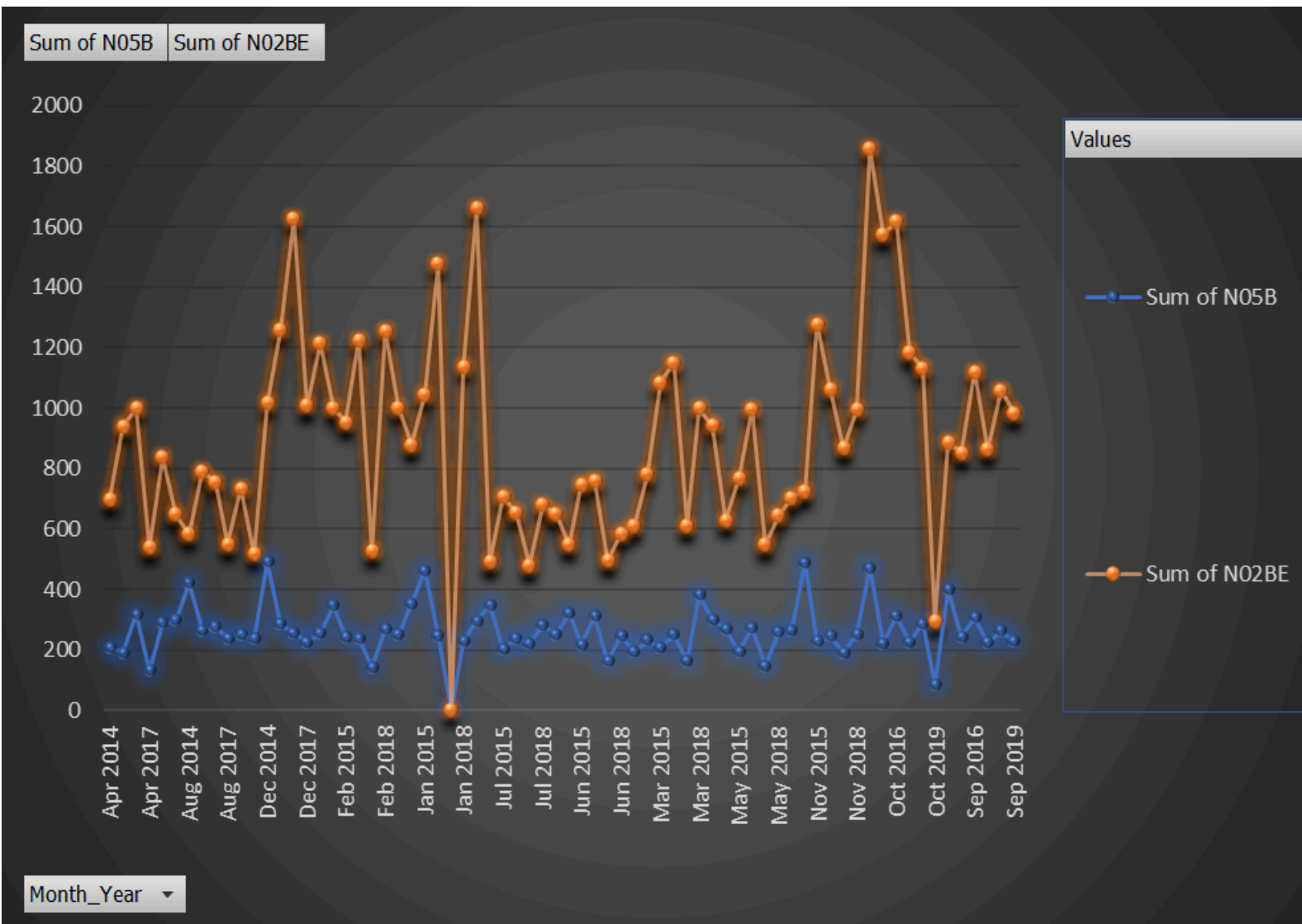
Executive Summary

This report presents a data-driven overview of trends in the Indian pharmaceutical market using sales, and brand-level data from 2014–2019.

Key findings highlight dominant drug categories, high-frequency compositions, and premium-priced brands based on actual sales and product listings.

The analysis applies Excel + SQL-style thinking to identify business opportunities, product saturation zones, and areas for targeted interventions.

Monthly Sales Trend of Top 2 Drug Categories

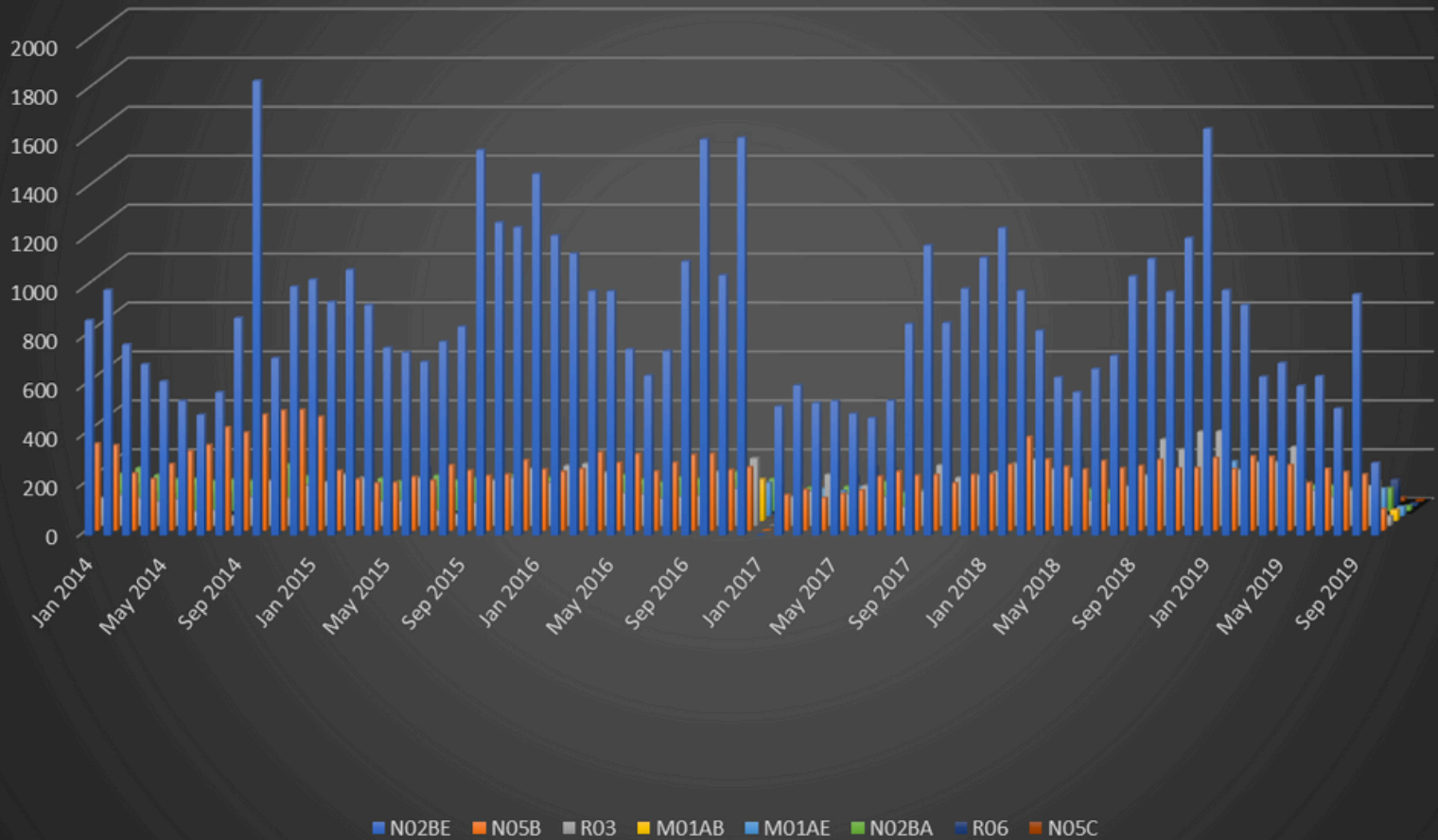


ATC : 1. N05B - Anxiolytics | 2. N02BE - Anilides

- N05B (Anxiolytics) and N02BE (Paracetamol) emerged as the top-selling drug classes from 2014-2019.
- Their consistent monthly sales reflect ongoing demand for mental health support and pain/fever relief in India.
- Minor seasonal fluctuations were observed, but overall trends suggest these drugs are part of essential, high-frequency prescriptions across the population.

Overall Market Share by Drug Class (2014-2019)

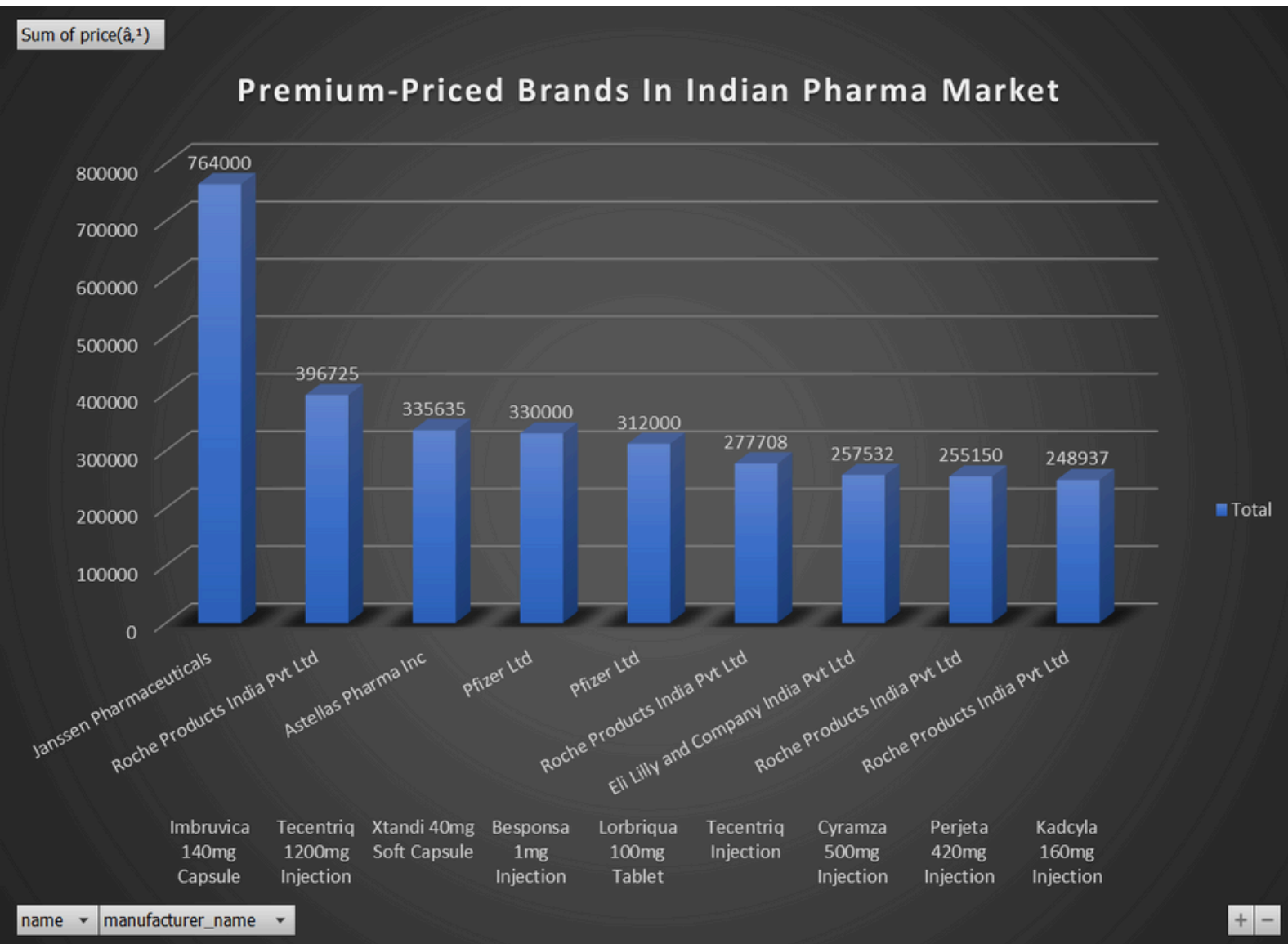
TOTAL SALES OF DRUGS



NO2BE - Paracetamol | NO5B - Anxiolytics | R03 - Asthma/COPD | M01AB - Ibuprofen
M01AE - Diclofenac | A03FA - Aspirin | R06 - Antihistamines | N05C - Sedatives

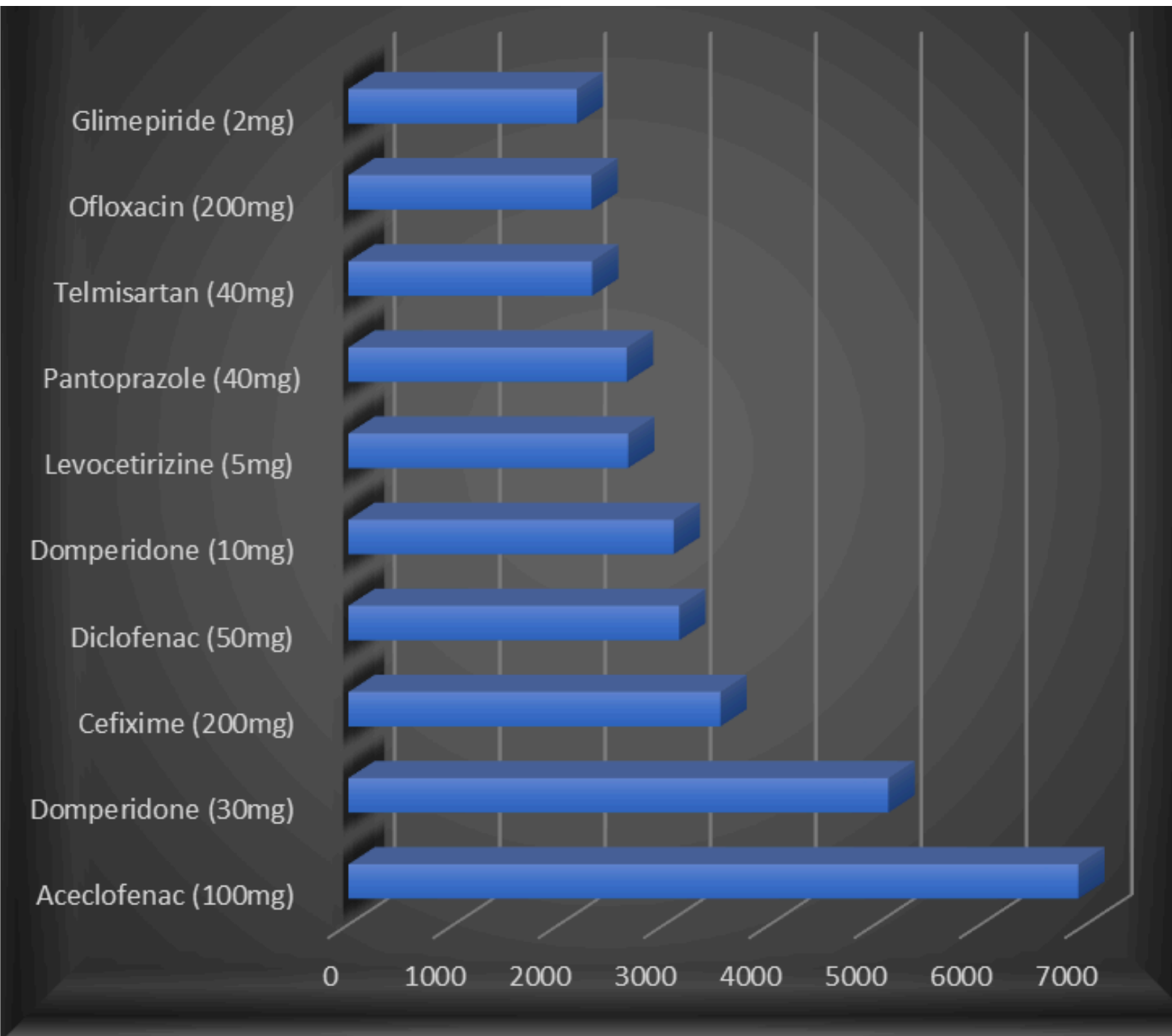
- NO2BE, NO5B, R03 & M01AB emerged as the top-selling categories over the 6-year period.
- These four accounted 68% of total unit sales, indicating dominance in pain relief, anxiety management and respiratory care in India pharma market.
- Lower-volume classes may represent niche therapies or seasonal demand, offering potential for targeted campaigns or portfolios expansion.

Top 10 Highest-Priced Medicines in India



- The highest-priced medicines are primarily specialty drugs or chronic therapies, often produced by multinational brands.
- Their price positioning reflects a focus on low volume, High-margin market segments.

Top 10 Most Common Drug Composition



- Aceclofenac, Domperidone & Cefixime their dominance reflects widespread prescription for pain/inflammation, gastrointestinal disorders and antibiotic therapy, respectively.
- The diversity in drug compositions suggests a strong generic market with multiple brands offering similar therapeutic agents.

Commercial Insight Integration : **Market, Price and Product Drivers**

The Indian pharmaceutical market from 2014–2019 has been shaped by a few high-demand drug classes like anxiolytics and pain relievers, led by molecules such as N02BE and N05B. These categories not only sell consistently over time (Chart 1), but also dominate overall market share (Chart 2).

Within this competitive space, premium-priced brands position themselves differently — targeting value over volume (Chart 3). Meanwhile, frequent use of common compositions like Aceclofenac and Cefixime (Chart 4) indicates a strong generic ecosystem and product clustering.

Together, these four perspectives provide a 360° commercial view — combining demand trends, market share, pricing strategy, and formulation behavior