

“India Pharma Forecast Strategy (2010–2024)”

INDIA PHARMA FORECAST STRATEGY (2010–2024)

(Based on OECD Pharmaceutical Spending Data)

1. OECD-BASED INSIGHT

- OECD average pharma spend: **\$580 PPP** vs India’s **~\$90**
 - Countries like Turkey and Mexico show a **~4.5% CAGR** (2010–2024)
 - India projected to reach **\$117 per capita by 2030**
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2. MARKET OPPORTUNITY

- Population by 2030: **1.48 billion**
 - Total Addressable Market: **\$173 billion**
 - Potential Revenue at 0.5% capture: **~\$864 million**
 - Breakeven: **Year 4** (*CapEx: \$20 M, OpEx: \$15 M/year*)
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3. GTM STRATEGY HIGHLIGHTS

- “Screening-First” model in Tier-2/3 cities
 - Co-launched Diagnostic + Pharma packages
 - Partnerships with public insurance schemes & state cancer missions
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4. STRATEGIC MOVES

- **Data Monetization:** Sell Real-World Evidence to pharma
 - Deploy **embedded oncology units** in private hospitals
 - Utilize **mobile screening + AI** for rural outreach
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5. TOOLS & DATA

- **Data Source:** OECD Health Data (2010–2024)

- **Tech Stack:** Python, Excel, Jupyter Notebook
 - **Key Metric:** USD PPP per capita pharma spending
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BOTTOM LINE:

Using trusted OECD benchmarks, this strategy models realistic growth in India's pharma market and provides a robust, data-driven roadmap for healthcare players aiming for long-term expansion and impact.