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Strong demand drives Indian pharma market growth in Dec 2025: Pharmarack

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Most major therapies reported positive growth drivers during December 2025



India’s pharmaceutical market continued to demonstrate resilient growth momentum in December 2025, driven by a healthy balance of price, volume and new product contributions, according to PHARMATRAC MAT December 2025 data shared by Pharmarack Technologies. For December 2025, all three growth levers remained positive, underscoring sustained demand across therapies. Price growth continued to be the largest contributor, supported by steady volume expansion, indicating that market growth is not solely dependent on new product introductions but also on underlying demand generation.

In a presentation on highlights of Indian Pharmaceutical Market (IPM) 2025, Sheetal Sapale, Vice President – Commercial, Pharmarack Technologies said “On a MAT December 2025 basis, the IPM posted robust value growth, with price growth remaining stable at around mid-single digits, while volume growth, though modest, stayed positive—signalling consumption-led expansion. New product growth continued to add incremental support, reflecting consistent innovation and portfolio refreshes. The overall trend across the year highlights improving demand conditions, with volume growth turning positive in several months toward the latter part of the year, including December.”

She further noted from a therapy-wise perspective that most major therapies reported positive growth drivers during December 2025. Chronic therapies such as cardiac, anti-diabetic, respiratory, neuro/CNS and dermatology showed steady value growth, supported by stable pricing and gradual volume recovery. Vitamins, minerals and nutrition (VMN) remained among the stronger performers, benefiting from sustained consumer demand. Anti-infectives and pain/analgesics continued to grow, though at a more measured pace. Notably, gastro was the key exception during the month, witnessing a significant decline in volume growth in December, which weighed on its overall performance. Overall, the breadth of positive volume growth across most therapies reinforces the view that the IPM’s expansion in December 2025 and on a MAT basis is increasingly demand-led rather than purely price-driven.