

## Lower stigma and higher willingness to seek treatment driving urology growth: Sheetal Sapale

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### Benign Prostatic Hyperplasia (BPH) remained the primary growth engine



Urology emerged as one of the fastest-accelerating therapy areas in the Indian Pharma Market in December 2025, clocking Rs 4,291 crore in value with a strong 16 per cent value growth for December 2025, driven by ageing demographics, rising male urological conditions, and a visible reduction in stigma around seeking treatment.

Benign Prostatic Hyperplasia (BPH) remained the primary growth engine, contributing 54 per cent of urology value at Rs 2,301 crore, with an impressive 18 per cent value growth, supported by robust volume (9 per cent) and price growth (8 per cent). Urinary Incontinence products contributed 17 per cent (Rs 739 crore) and grew at 13 per cent, reflecting increasing diagnosis of Overactive Bladder conditions. Urinary Alkalizers added Rs 387 crore (9 per cent share), while Others, including Ayurvedic and Cranberry-based therapies, stood at Rs 383 crore, showing muted value performance but steady volume traction.

Commenting on the trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, said, “Ageing demographics and rising male urological conditions, combined with lower stigma and higher willingness to seek treatment, are driving urology growth. Innovation such as the Silodosin + Tadalafil combination launched in the last two years is reinforcing value growth. As we move into 2026, urology is well-positioned to remain a high-growth, premium-driven therapy within the Indian pharma landscape.”