BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Gen Z Set to Reshape Indian Pharmaceutical Market: Sheetal Sapale

28 May 2026 | News

Pharma companies can no longer rely only on traditional prescription-driven growth models

The Indian Pharmaceutical Market (IPM) is witnessing a major shift in consumer behaviour, with Gen Z emerging as one of the most influential demographics shaping future healthcare demand. Commenting on this evolving market trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, stated that Gen Z's approach toward health, wellness, and preventive care is fundamentally transforming the growth trajectory of the Indian pharma industry.

According to Sheetal Sapale, Gen Z — which currently represents nearly 26 per cent of India's population — is significantly different from previous generations in terms of healthcare behaviour. Unlike earlier consumers who largely depended on doctors for healthcare decisions, Gen Z actively researches symptoms, therapies, wellness products, and treatment options online before seeking medical validation.

She highlighted in a presentation on "Decoding Gen Z" that this generation is highly focused on preventive healthcare, fitness, mental wellness, appearance management, and performance-driven lifestyles. As a result, therapy segments such as dermatology, nutrition, women's health, gastro care, respiratory therapies, vaccines, sexual wellness, ophthalmology, and oral care are witnessing stronger engagement from younger consumers.

Sheetal Sapale further noted that Gen Z's digitally connected lifestyle is reshaping how pharmaceutical companies engage with consumers. E-pharmacies, telemedicine, quick commerce, wellness ecosystems, social influencer-driven healthcare discovery, and app-based health tracking are becoming increasingly important channels for the industry.

"Healthcare demand today increasingly begins before doctor consultation. Gen Z consumers are informed, proactive, digitally native, and expect convenience, personalization, speed, and transparency in healthcare delivery," she said.

She also emphasised that pharma companies can no longer rely only on traditional prescription-driven growth models. Instead, organisations need to build omnichannel healthcare ecosystems that combine wellness, prevention, digital engagement, faster fulfillment, and personalized consumer experiences.

Sheetal Sapale added that while chronic therapies will continue to drive long-term growth for the IPM, acute and lifestyle-driven healthcare categories influenced by Gen Z present a significant emerging opportunity for pharmaceutical companies over the next decade.

"The next phase of growth in the Indian Pharmaceutical Market may not be driven only by disease burden, but by how Gen Z chooses to live, prevent, optimize, and engage with health," Sheetal Sapale concluded.