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Tirzepatide's return to double-digit growth reflects sustained physician confidence: Sheetal Sapale

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Market is gradually moving beyond the initial generic-launch-driven surge



India's fast-growing GLP-1 agonist market continued its upward trajectory in May 2026, although the pace of growth moderated after the sharp expansion witnessed in April following the launch of multiple Semaglutide generics. According to Pharmarack data, the GLP-1 agonist market grew to Rs 236 crore in May 2026, up from Rs 218 crore in April 2026, registering 8 per cent month-on-month value growth. Unit consumption increased from 424,000 units in April to 464,000 units in May, reflecting 9 per cent growth.

While growth remained healthy, it was significantly lower than the 21 per cent value growth and 54 per cent volume growth recorded in April over March, indicating that the market is gradually moving beyond the initial generic-launch-driven surge. The broader trend, however, remains exceptionally strong. Since October 2025, the monthly GLP-1 market has expanded from Rs 145 crore to Rs 236 crore, adding Rs 91 crore in monthly sales and growing 63 per cent over eight months. During the same period, unit consumption rose from 251,000 units to 464,000 units, representing an increase of 85 per cent, highlighting the rapid adoption of obesity and metabolic therapies in India.

The performance suggests that Tirzepatide has largely returned to the growth trajectory seen before the launch of lower-priced Semaglutide generics. Market observers attribute this resilience to continued physician confidence, particularly among super-specialists, in innovator-led therapies backed by extensive clinical evidence.

In May 2026, Tirzepatide strengthened its leadership position. Monthly sales increased from Rs 121 crore in April to Rs 136 crore in May, delivering 12 per cent value growth. Unit consumption rose from 93,000 units to 104,000 units, also growing 12 per cent month-on-month. The molecule now commands a 63 per cent share of the GLP-1 market.

The data suggests that while lower-priced Semaglutide products have successfully expanded access and brought new patients into the category, the explosive growth phase seen immediately after generic launches is beginning to stabilise. Analysts also point to the possibility of inventory build-up among some generic brands as competition intensifies.

Semaglutide, which includes both injectable and oral formulations, continued to expand but at a slower pace. Monthly sales increased from Rs 88 crore in April to Rs 93 crore in May, representing 6 per cent growth, compared with the sharp 50 per cent growth recorded in April. Unit consumption rose from 295,000 units to 331,000 units, delivering 12 per cent growth.

Commenting on the trend, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted "The May 2026 data indicates that the Indian GLP-1 market is moving beyond the initial launch-driven phase of generic expansion. While the category continues to grow, the pace has moderated significantly compared with April. Tirzepatide's return to double-digit growth highlights sustained physician confidence in evidence-based innovator therapies, while Semaglutide has played a critical role in expanding patient access through improved affordability. Going forward, the next phase of growth will depend on how effectively the industry can unlock the large pool of eligible obesity and diabetes patients who remain untreated."

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