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8 therapy categories report decline in unit sales despite IPM growing 13.3% in June: Pharmarack

09 July 2026 | News

Gastrointestinal products reported the sharpest decline in volumes

Even as the Indian Pharmaceutical Market (IPM) recorded a robust 13.3 per cent value growth to Rs 21,478 crore in June 2026, eight out of 20 major therapy categories witnessed a decline in unit sales, indicating that revenue growth in several segments was driven more by pricing and product mix than by prescription volumes.

According to the latest data from Pharmarack Technologies, the IPM registered an overall 2.3 per cent increase in unit sales, with all therapy segments posting positive value growth. However, Gastrointestinal, Anti-Infectives, Pain/Analgesics, Dermatology, Ophthalmology/Otologicals, Hormones, Sex Stimulants/Rejuvenation, and Anti-Malarials reported negative unit growth during the month.

Among the larger therapy segments, Gastrointestinal products reported the sharpest decline in volumes, with unit sales falling 2.9 per cent, despite an 8.3 per cent increase in value to Rs 2,641 crore during June. Similarly, Anti-Infectives, the third-largest therapy segment, recorded a 2.2 per cent decline in unit sales, while value sales increased 9.0 per cent to Rs 2,211 crore. The Pain and Analgesics segment also witnessed a 1.0 per cent decline in unit sales, although value grew 11.2 per cent to Rs 1,486 crore, reflecting stronger realisations and an improved product mix.

Among specialty therapies, Dermatology registered a marginal 0.4 per cent decline in unit sales, despite posting 12.7 per cent value growth, while Ophthalmology/Otologicals reported a 0.4 per cent decline in units alongside an 8.2 per cent increase in value. The Hormones segment remained under pressure, with unit sales declining 5.5 per cent even as value grew 7.5 per cent. Sex Stimulants/Rejuvenation products also recorded a 2.9 per cent decline in unit sales, while value increased 10.8 per cent.

The steepest contraction was reported in the Anti-Malarials category, where value declined 7.3 per cent and unit sales fell 9.2 per cent, making it the only therapy segment to register a decline in both value and volume during the month.

8 categories with negative unit growth

1. Gastrointestinal (-2.9%)
2. Anti-Infectives (-2.2%)
3. Pain/Analgesics (-1.0%)
4. Dermatology (-0.4%)
5. Ophthalmology/Otologicals (-0.4%)
6. Hormones (-5.5%)
7. Sex Stimulants/Rejuvenation (-2.9%)
8. Anti-Malarials (-9.2%)

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