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Eli Lilly's Mounjaro records 32.7% drop in unit sales despite 177.5% value growth in June: Pharmarack

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Reflecting the rapid shift towards higher-strength and higher-value GLP-1 therapies

Five of India's top 20 pharmaceutical brands recorded a decline in unit sales during June 2026, even as several continued to post healthy growth in value, highlighting the growing divergence between revenue growth and prescription volumes, according to the latest data from Pharmarack Technologies.

The June 2026 brand rankings show that while the Indian Pharmaceutical Market (IPM) grew 13.3 per cent in value, a number of leading brands relied on premiumisation, product mix and higher realisations rather than volume expansion to sustain growth.

Among the top 20 brands, Eli Lilly's Mounjaro, the country's highest-selling brand during the month with sales of Rs 102 crore, reported an impressive 177.5 per cent value growth. However, unit sales declined 32.7 per cent, reflecting the rapid shift towards higher-strength and higher-value GLP-1 therapies.

Cipla's Foracort, ranked fifth during the month, posted 9.2 per cent value growth, while unit sales declined 3.4 per cent. Himalaya's Liv.52 reported a 1.1 per cent decline in value, accompanied by a 9.5 per cent fall in unit sales, making it one of the weakest-performing brands among the top 20.

Among the other brands recording lower prescription volumes, Alkem's Pan D witnessed a 7.9 per cent decline in unit sales, although value sales remained marginally positive with 1.3 per cent growth. Abbott's Udiliv also reported a 5.5 per cent decline in units, despite recording 5.7 per cent value growth during June.

In contrast, several leading brands delivered strong growth in both value and unit sales. IPCA's Zerodol SP emerged as one of the strongest performers, registering 32.6 per cent value growth and 23.7 per cent unit growth. Torrent's Cilacar expanded 29.9 per cent in value and 17.7 per cent in units, while Abbott's Ryzodeg, Cipla's Budecort, GSK's Augmentin, USV's Ecosprin AV, and Glenmark's Telma also posted double-digit value growth alongside healthy gains in prescription volumes.

5 Out of the Top 20 brands recorded a decline in unit sales in June 2026

- Mounjaro (Eli Lilly): -32.7%
- Liv.52 (Himalaya): -9.5%
- Pan D (Alkem): -7.9%
- Udiliv (Abbott): -5.5%
- Foracort (Cipla): -3.4%

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