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Semaglutide solids remain relatively smaller market but optimally tapped: Sheetal Sapale

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Segment has been effectively penetrated by both innovator and generic manufacturers



The Semaglutide solids market continued to witness steady traction in June 2026, maintaining its position as a relatively small but rapidly evolving segment within India's GLP-1 landscape. While growth in prescription volumes has moderated in recent months, the category remains well-positioned following the entry of generic players, according to data from Pharmarack Technologies.

The market recorded sales of Rs 27 crore in June 2026, marginally lower than the Rs 29 crore reported in May but significantly higher than the Rs 22 crore recorded at the beginning of the year. On a volume basis, the market sold 142,000 units in June, up from 140,000 units in May and substantially higher than 83,000 units in January, reflecting the rapid expansion of oral semaglutide adoption during the first half of 2026.

According to Pharmarack data, the market experienced its strongest acceleration following the launch of generic versions earlier this year. Total unit sales increased from 94,000 units in March to 126,000 units in April, before rising further to 140,000 units in May and 142,000 units in June. However, the pace of growth has slowed considerably, indicating that the market may be entering a more stable phase after the initial surge driven by generic availability.

The changing market structure is evident in the contribution of innovators and generics. While innovator brands accounted for the entire market at the beginning of the year, generic manufacturers have steadily increased their share. Generic semaglutide solids contributed approximately 70,000 units in June, nearly matching the 72,000 units sold by innovator brands.

A similar trend was visible in value sales. Total market value grew from Rs 22 crore in January to Rs 27 crore in June, despite a slight decline from the May peak of Rs 29 crore. Innovator brands contributed Rs 19 crore in June, while generics accounted for around Rs 8 crore, reflecting growing acceptance of lower-cost alternatives.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that the unit growth trend for the overall semaglutide solids market has slowed down, suggesting that the category is transitioning from its initial expansion phase to a more sustainable growth trajectory.

The June data indicate that while semaglutide solids remain a relatively small market compared with injectable GLP-1 therapies, the segment has been effectively penetrated by both innovator and generic manufacturers. The near-equal split between innovators and generics in volume terms highlights the rapid evolution of the market and the increasing role of affordability in driving patient adoption.

With volumes stabilising above 140,000 units and value sales remaining close to record levels, semaglutide solids appear to have established a meaningful foothold in India's diabetes and obesity management market, even as growth rates moderate from the sharp gains seen immediately after generic entry.

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