

Anti-Diabetic Pharmaceuticals Market in India 2015

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Abstracts

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Anti-diabetic pharmaceuticals market in India is considered to be one of the most lucrative diabetes markets in the world. Since India is the second largest diabetic pool in the world, after China, the market is characterized by a huge demand for anti-diabetic drugs. Huge increase in the number of diabetic patients promotes growth of the anti-diabetics pharmaceutical industry. The incidence of diabetes is higher in developed countries because of unhealthy lifestyles. Development of new and innovative drugs is also providing a boost to the market. Comprehensive health insurance coverage fuels the market growth by raising the affordability among patients. Increasing aging population in India increases the prevalence of diabetes, which in turn gives a boost to the drugs market.

However Price regulation in the insulin market and competition from alternative diabetes treatment hinders the growth of Anti-diabetic pharmaceuticals market in India. In spite of substantial demand-supply gap in the insulin market, foreign manufacturers and importers are facing a huge price challenge. Now-a-days People are becoming more aware of diabetes, and are trying to move away from unhealthy sedentary lifestyles. Increasing awareness on part of the consumers are making them incorporate more physical exercises and avoid junk food. Such consciousness on part of the consumers is decreasing the growth of diabetes, which is limiting the growth of the anti-diabetic pharmaceutical market to some extent. The Indian Government, on its part, has introduced some diabetes control programmes. Various initiatives taken by the government is providing a boost to this market. The market is expected to exhibit steady growth over the next few years.

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