

# India Pharmacy Market Opportunities, 2011 - 2021

<https://marketpublishers.com/r/ID0D1ED6B31EN.html>

Date: September 2015

Pages: 92

Price: US\$ 2,000.00 (Single User License)

ID: ID0D1ED6B31EN

## Abstracts

India is the second most populated country globally, with a total population of 1.3 billion as of 2015. More than 50% of the country's population is in the age group of 25 years. India accounted for ~20% share in the global disease burden. Increasing prevalence of non-communicable diseases such as diabetes, cancer, cardiovascular diseases (CVDs), etc., are driving the country's pharmacy market. Moreover, increasing aging population base and rising consumption of alcohol, tobacco etc., are leading to various lifestyle diseases such as cardiac diseases, cancer, diabetes, obesity, etc. Thus, aforementioned factors are expected to drive India pharmacy market in the coming years.

Changing consumer behavior towards growing adoption of healthcare services, increasing demand for over-the-counter drugs, rising penetration of private label products, growing trend of self-medication by patients and rising penetration of health insurance plans are expected to fuel growth in India pharmacy market through 2021. Furthermore, more than 60 million of patients were diagnosed with diabetes in India in 2014. India has the highest number of diabetic patients in the world, and more than 77 million patients suffer from pre-diabetic conditions. Increasing urbanization rates and sedentary lifestyle is increasing disease burden in India, thereby contributing to the growth of the pharmacy market in India.

"India Pharmacy Market Opportunities, 2011 - 2021" report studies the market size and share of various segments and sub-segments of the pharmacy market in India during the period 2011 - 2021. In the study, the market has been categorized into two broader segments that include Prescription Drugs and Over-the-Counter (OTC) Drugs.

The market dynamics section of the report elaborates factors driving the market as well as the challenges inhibiting growth. The research study also includes insights of the key market trends, a detailed analysis of changing competitive landscape, and revenue

forecasts for each segment and sub-segment.

All this information is provided to assist established market players and new entrants in taking their strategic decisions, thereby aiding them in strengthening their market position in a highly competitive pharmacy market in India.

“India Pharmacy Market Opportunities, 2011 - 2021” report elaborates the following aspects of pharmacy market in India:

India Pharmacy Market Size, Share & Forecast

Segmental Analysis – By Drug Category (Prescription Drugs and Over-the-Counter (OTC) Drugs), By Product Type (Drugs, Medical Devices & Other Wellness Products), By Structure (Stand-Alone Pharmacy & Chained Pharmacy), By Sales Channel (Offline Vs. Online), By Reach (Urban Vs. Rural)

Policy & Regulatory Landscape

Changing Market Trends & Emerging Opportunities

Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

To identify the on-going trends and anticipated growth in the next five years

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer’s specific needs

Key Questions This Study Will Answer

What would be the segmental and regional growth trends in India pharmacy market in the coming years?

What are the most important growth drivers and opportunities in the market?

Which sales channel is preferred the most?

What strategies should market competitors employ to gain share in mature segments of India pharmacy market?

What are the competitor profiles in this market and how do they compete for market share?

### Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with distributors and industry experts. Secondary research included an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.

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