

India Aspirin Market By Product Type (Prescription, OTC), By Form (Tablet, Capsule, Solution), By Route of Administration (Oral, Intravenous), By Source (In-House, Contract Manufacturing Organizations), By Distribution Channel (Online, Offline), By Application (Cardiovascular Diseases, Pain, Fever, Arthritis, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

India Aspirin Market was valued at USD 55.41 Million in 2024 and is anticipated to reach USD 70.12 Million by 2030, with a CAGR of 4.08% during the forecast period. The aspirin market, a segment within the global pharmaceutical industry, encompasses the production, distribution, and sale of aspirin. This widely used medication is renowned for its analgesic, antipyretic, and anti-inflammatory properties, making it a go-to option for pain relief and fever reduction. As the market evolves, it involves various stakeholders, including pharmaceutical companies, healthcare providers, and consumers, who play critical roles in shaping its dynamics. The aspirin market is not only influenced by health trends, regulatory policies, and research developments but also by the growing understanding of its potential benefits in cardiovascular disease prevention. With its established efficacy in managing pain, fever, and certain inflammatory conditions, the significance of the aspirin market within the pharmaceutical industry remains steadfast.

The global landscape of the aspirin market is constantly evolving, as new research findings and advancements in pharmaceutical technology contribute to its growth. The demand for aspirin continues to rise, driven by its wide availability, affordability, and the

increasing awareness of its multifaceted therapeutic potential. As a result, the aspirin market holds immense importance in addressing the healthcare needs of millions of individuals worldwide.

Key Market Drivers

Growing Cases of Headaches

The rise in instances of headaches in India has led to a significant surge in the demand for aspirin, a commonly used over-the-counter medication known for its effective pain-relieving properties. This growing trend can be attributed to various factors that have become increasingly prevalent. The widespread adoption of digital technology and increased screen time have become integral parts of our daily lives. This constant exposure to screens, be it from smartphones, tablets, or computers, can lead to eye strain and muscle tension, ultimately resulting in headaches. The fast-paced and competitive nature of modern life has contributed to escalating stress levels. Stress, whether stemming from work pressures, personal obligations, or other sources, can trigger headaches and exacerbate their frequency and intensity. In December 2023, Saridon, Bayer India's leading headache relief brand, released the second edition of its national headache survey. Conducted by HANSA Research, a global market research firm, the study examined stress levels and their link to headaches among 5,310 respondents aged 22-45 across 20 urban cities in 15 Indian states. Key findings revealed that 93% of participants experiencing headaches reported a noticeable rise, directly tied to increased stress levels. Additionally, 1 in 3 respondents acknowledged higher stress levels in the post-pandemic era.

Irregular sleep patterns have become a common issue in our society. Factors such as demanding work schedules, lifestyle choices, and the constant connectivity provided by technology can disrupt our natural sleep-wake cycles. Sleep deprivation or poor quality sleep can directly contribute to headaches and make them more frequent. The ongoing urbanization and modernization sweeping across the nation have brought about significant changes in the lifestyle and health patterns of the population. Unfortunately, along with these changes, there has been a notable increase in lifestyle diseases, many of which include headaches as a prominent symptom. As a result of these multifaceted factors, more and more individuals are seeking relief from their headaches by reaching for aspirin. Its availability as an over-the-counter medication and its well-known pain-relieving properties makes it a popular choice for those looking to alleviate their discomfort and resume their daily activities with minimal interruption. The growing demand for aspirin in India can be attributed to the combination of increased screen

time, rising stress levels, irregular sleep patterns, and the overall urbanization and modernization of the nation. Understanding these underlying factors is crucial in addressing the root causes of headaches and finding effective solutions for their prevention and management.

Expanding Prevalence of Common Cold

The expanding prevalence of the common cold in India has led to an increased demand for aspirin, a versatile over-the-counter medication known for its effectiveness in alleviating cold-related symptoms. The common cold is a widespread ailment in India, affecting millions of people each year, and several factors contribute to the growing demand for aspirin as a go-to remedy. One primary factor is the densely populated and diverse environment of India, where the common cold can easily spread through close contact and crowded public spaces. The cold virus thrives in such conditions, leading to a higher incidence of infections. When individuals contract the common cold, they often experience symptoms such as fever, headache, body aches, and congestion. Aspirin, with its fever-reducing and pain-relieving properties, provides relief from these discomforting symptoms, thus driving its demand.

India's climate variability and seasonal changes contribute to the recurrent nature of the common cold. As the weather shifts and temperatures drop, susceptibility to viral infections increases. Aspirin becomes an essential tool for individuals seeking relief from the cold's symptoms, which can be particularly bothersome during these seasonal transitions. In addition to its symptom-relief benefits, aspirin is also commonly used as a fever-reducer for children. The common cold can affect people of all ages, and aspirin's suitability for a wide range of age groups further fuels its demand. As per UNFPA data from December 2023, India, despite having the largest youth population, is witnessing a rapid increase in its ageing demographic. The current elderly population, comprising 153 million individuals aged 60 and above, is expected to surge to an impressive 347 million by 2050.

The pharmaceutical industry has responded to this demand by offering various aspirin formulations tailored to cold and flu symptom relief. These formulations often include combinations of aspirin, decongestants, and antipyretics, providing a comprehensive approach to addressing the common cold. According to the latest data from the Integrated Health Information Platform (IDSP-IHIP), a total of 3,038 laboratory-confirmed cases of various Influenza subtypes, including H3N2, were reported by the states as of March 9, 2023. This includes 1,245 cases in January, 1,307 in February, and 486 cases reported in March (up to March 9).

Additionally, IDSP-IHIP data from healthcare facilities indicate that 397,814 cases of Acute Respiratory Illness/Influenza-Like Illness (ARI/ILI) were recorded nationwide in January 2023. This figure increased to 436,523 cases in February 2023, with 133,412 cases reported in the first nine days of March.

The expanding prevalence of the common cold in India has significantly increased the demand for aspirin. Its effectiveness in providing relief from cold-related symptoms and its widespread availability make it a preferred choice for those battling the common cold. However, individuals should use aspirin responsibly, following recommended dosages and consulting healthcare professionals when necessary to ensure safe and effective symptom management.

Growing Demand for Branded Generics

The growing demand for branded generics in India has had a substantial impact on the increased demand for aspirin, a widely recognized and trusted medication. Branded generics are generic drugs that are marketed under a brand name, often associated with quality and reliability. In India, where healthcare affordability is a significant concern, branded generics have gained immense popularity among consumers. One of the key reasons behind the rising demand for branded generic aspirin is the perception of quality and efficacy. Consumers tend to trust established brands more than unbranded or generic medications. Aspirin, a common over-the-counter drug, is no exception. When it comes to health and well-being, individuals often prefer to purchase familiar and trusted brands, even if the active ingredient is the same as in generic versions.

Pharmaceutical companies have invested in marketing and promoting branded generics, creating awareness about their products and highlighting the specific benefits of using their aspirin formulations. This marketing effort has not only increased consumer confidence but also contributed to the growth in aspirin sales. The competitive pricing of branded generics, compared to their branded counterparts, has made them an attractive option for cost-conscious consumers. Aspirin, being an essential medication for various pain relief needs, is more affordable in its branded generic form, making it accessible to a broader segment of the population. The growing demand for branded generics in India has led to an increased demand for aspirin, driven by consumer preferences for trusted brands, marketing efforts by pharmaceutical companies, and competitive pricing. This trend underscores the importance of branding and accessibility in shaping consumer choices and healthcare utilization in India.

Increased Presence of Companies Offering Acetylsalicylic Acid Products

The increased presence of companies offering acetylsalicylic acid (commonly known as aspirin) products in India has significantly boosted the demand for this versatile medication. This growth in availability and competition among manufacturers has led to several notable effects on aspirin's demand. The proliferation of companies producing aspirin has expanded the product range and variety of aspirin formulations available in the Indian market. These variations cater to specific consumer preferences and needs, such as enteric-coated aspirin for gastric sensitivity or aspirin combined with other active ingredients for multi-symptom relief. This diversification allows consumers to choose aspirin products that best suit their requirements, thus increasing overall demand.

The increased presence of aspirin manufacturers has driven price competitiveness. As a result, aspirin has become more affordable and accessible to a broader demographic of the Indian population. The affordability factor has played a pivotal role in boosting demand, especially among budget-conscious consumers who rely on aspirin for pain relief, fever reduction, and cardiovascular health. The presence of multiple companies has intensified marketing efforts and product promotions. As a result, consumer awareness of aspirin's benefits and uses has grown, spurring demand. Advertising campaigns and healthcare professionals' recommendations have also contributed to aspirin's popularity.

The increased presence of companies offering acetylsalicylic acid products in India has led to greater product diversity, price competitiveness, and enhanced consumer awareness, all of which have collectively driven up the demand for aspirin. This trend underscores the significance of market competition in shaping healthcare product accessibility and consumer choices in the country.

Key Market Challenges

Increasing Presence of Counterfeit Drugs

The increasing presence of counterfeit drugs in India has had a detrimental impact on the demand for genuine aspirin, causing a decline in its consumption. Counterfeit drugs pose significant risks to public health and safety, and this menace has adversely affected the trust and demand for legitimate pharmaceutical products like aspirin. One of the primary concerns associated with counterfeit aspirin is the uncertainty

surrounding its quality, safety, and efficacy. Counterfeit drugs often contain incorrect or substandard active ingredients, making them ineffective in treating medical conditions. As a result, consumers who unknowingly purchase counterfeit aspirin may not experience the expected relief from pain, fever, or other conditions, eroding trust in the medication.

Counterfeit drugs can lead to adverse health effects and exacerbate medical issues, which, in turn, can deter individuals from seeking aspirin or any other medication in the future. The presence of counterfeit aspirin in the market also impacts the reputation of legitimate pharmaceutical companies. This loss of trust in the authenticity of medicines can lead consumers to avoid or reduce their reliance on aspirin altogether, further diminishing its demand. The increasing presence of counterfeit drugs in India has had a negative impact on the demand for genuine aspirin. The risk to public health, uncertainty in product quality, and erosion of trust in pharmaceuticals have collectively contributed to consumers being cautious or reluctant to use aspirin or any other medication, thereby reducing its demand. Addressing the issue of counterfeit drugs is crucial to restore confidence in the pharmaceutical industry and ensure the safety and effectiveness of essential medications like aspirin.

Price Sensitivity Issues

Price sensitivity issues are significantly impacting the demand for aspirin in India, causing a decline in its consumption. As a common over-the-counter medication, aspirin's demand is closely linked to its affordability, and several factors contribute to price sensitivity concerns. India is a country with a diverse socioeconomic landscape, and a substantial portion of the population faces financial constraints. For many, the cost of healthcare and medications is a significant burden. Aspirin, despite being relatively affordable compared to some prescription drugs, may still be considered expensive by certain segments of the population, leading them to limit its usage or seek cheaper alternatives.

The availability of a wide range of pain relievers and fever reducers in the Indian market has intensified competition. Generic versions of aspirin and other pain relief medications are often more cost-effective, further encouraging price-sensitive consumers to opt for these alternatives. The presence of government-sponsored healthcare programs and initiatives aimed at providing free or subsidized medications for certain medical conditions may discourage some individuals from purchasing aspirin at full price.

In response to price sensitivity issues, pharmaceutical companies have introduced

lower-priced generic versions of aspirin to cater to budget-conscious consumers. However, this price-driven competition has still resulted in a decrease in demand for brand-name aspirin. Price sensitivity issues in India have led to a decrease in the demand for aspirin as consumers seek more affordable alternatives. The competition in the market, the availability of generic options, and government healthcare programs all contribute to this trend. Balancing affordability with quality healthcare remains a significant challenge in the Indian pharmaceutical market.

Key Market Trends

Over-the-counter Availability

The over-the-counter (OTC) availability of aspirin in India has played a pivotal role in increasing its demand significantly. As a readily accessible and affordable medication, aspirin has become a go-to choice for a wide range of health concerns, contributing to its widespread use. Unlike prescription medications that require a doctor's consultation and prescription, aspirin can be purchased directly from pharmacies and drugstores without the need for a prescription. This accessibility allows individuals to quickly obtain aspirin for immediate relief from common ailments like headaches, fever, and mild pain.

OTC availability empowers consumers to take charge of their health and self-medicate responsibly. For minor health issues, individuals can confidently purchase aspirin, saving time and healthcare costs associated with doctor visits. The versatility of aspirin also drives its demand. It is not limited to a specific ailment, making it suitable for a wide range of conditions, including pain relief, fever reduction, and heart health maintenance. This versatility has made aspirin a staple in many households and a first-choice remedy for various health concerns. The over-the-counter availability of aspirin in India has significantly increased its demand due to easy access, affordability, and its versatility in addressing common health issues. The convenience of obtaining aspirin without a prescription has made it a trusted and widely used medication for millions of Indians, reinforcing its position as a go-to solution for a variety of health-related needs.

Rising Online Sales

The increasing popularity of online sales channels in India has had a substantial impact on the demand for aspirin, leading to a notable uptick in its consumption. Several factors contribute to how rising online sales are boosting the demand for this versatile medication.

Online platforms provide convenience and accessibility to a wide range of consumers. Aspirin can be easily purchased from e-commerce websites and delivered to one's doorstep, eliminating the need for a visit to physical stores or pharmacies. This convenience factor has encouraged more people to procure aspirin online, thus contributing to increased demand. The digital marketplace allows consumers to compare prices and access discounts more effectively. Price-sensitive shoppers can browse multiple online retailers to find the best deals and discounts on aspirin products. This price transparency encourages individuals to make cost-effective choices, often leading to increased purchases.

The vast reach of online sales platforms ensures that aspirin is available to consumers even in remote or underserved areas where physical pharmacies may be scarce. This expanded accessibility has opened up new markets and reached a broader demographic, further fueling demand. Online reviews and recommendations play a crucial role in influencing consumer choices. Positive user experiences and endorsements can boost consumer confidence in aspirin products, driving demand.

Segmental Insights

Form Insights

Based on the form, tablet forms of aspirin have emerged as the dominant choice in the Indian market, primarily due to their unparalleled convenience and cost-effectiveness. In a country where healthcare accessibility can be challenging in certain regions, the mass production of aspirin tablets has paved the way for widespread distribution and availability, addressing the healthcare needs of a vast population. Tablets offer inherent advantages in terms of storage and transportation, making them a more practical choice for both vendors and consumers alike. Their compact size and durability ensure that they can be easily stored and transported without the risk of damage or deterioration. This not only simplifies logistical challenges but also contributes to the efficient and seamless delivery of essential medication across the country.

The extended shelf-life of tablets further amplifies their appeal. With a longer expiration date, tablets can be stocked, preserved, and utilized for an extended period, reducing the risk of wastage and ensuring a steady supply of aspirin to meet the healthcare needs of the population. The familiar form of tablets often makes them a more accepted choice for consumers. The ease of consumption is undeniable, as tablets can be conveniently swallowed with water, eliminating the complexities associated with other forms like powders or liquids. This ease of use enhances patient compliance and

contributes to a positive healthcare experience. The dominance of tablet forms of aspirin in the Indian market can be attributed to their convenience, cost-effectiveness, easy storage, transportation, extended shelf-life, and consumer-friendly administration. These factors collectively contribute to ensuring widespread access to aspirin, ultimately benefiting the overall health and well-being of the population.

Route of Administration Insights

Based on route of administration, in India, the oral route of administration is the most preferred method for consuming aspirin due to several factors. The oral route offers simplicity and convenience, as it does not require medical supervision or assistance like injectable or topical methods. This makes it easier for individuals to self-administer aspirin and adhere to their medication regimen. Oral aspirin formulations, such as tablets or capsules, are widely available in the market and often more cost-effective compared to other forms. This affordability ensures that aspirin is accessible to a larger population, promoting its widespread use and potential health benefits. Cultural practices and beliefs in India play a significant role in promoting the oral consumption of medicines. The tradition of oral ingestion is deeply ingrained in Indian culture, with a long history of using this method for various therapeutic purposes. This cultural acceptance further solidifies the popularity of the oral administration route for aspirin. The preference for oral consumption demonstrates the trust and acceptance of this method among the Indian population, ensuring widespread accessibility and adherence to aspirin therapy, ultimately contributing to improved health outcomes.

Regional Insights

The Western region of India, comprising the bustling state of Maharashtra, is currently taking the lead in the aspirin market across the country. This dominance can be attributed to several factors. The region boasts a high population density, resulting in a substantial consumer base for pharmaceutical products, including aspirin. With a large number of potential customers, the demand for aspirin is consistently high, fueling its market growth in the Western region. The Western region is equipped with a robust healthcare infrastructure, ensuring convenient access to healthcare facilities and medications. This accessibility plays a crucial role in the popularity and usage of aspirin among the residents. The availability of healthcare facilities and medications, including aspirin, encourages people to prioritize their health and seek preventive measures.

The presence of major pharmaceutical companies in this region further contributes to its stronghold in the aspirin market. These companies have established a strong foothold in

the Western region, manufacturing and distributing aspirin efficiently. Their presence not only ensures a steady supply of aspirin but also fosters competition, leading to innovation and advancements in the aspirin industry. These factors create a favorable environment for the growth and success of the aspirin industry in the Western region of India. The combination of a large consumer base, a robust healthcare infrastructure, and the presence of major companies has positioned the Western region as a leader in the aspirin market, setting the stage for continued growth and development in the future.

Key Market Players

AstraZeneca Pharma India Limited

Sun Pharmaceutical Industries Ltd.

Eli Lilly and Company (India) Private Limited

Unnati Pharmaceutical Private Limited

Taj Pharmaceuticals Limited

Lupin Limited

Zydus Lifesciences Limited

Cipla Limited

Reckitt Benckiser (India) Limited

Natco Pharma Limited

Report Scope:

In this report, the India Aspirin Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Aspirin Market, By Product Type:

Prescription

OTC

India Aspirin Market, By Form:

Tablet

Capsule

Solution

India Aspirin Market, By Route of Administration:

Oral

Intravenous

India Aspirin Market, By Source:

In-House

Contract Manufacturing Organizations

India Aspirin Market, By Distribution Channel:

Online

Offline

India Aspirin Market, By Application:

Cardiovascular Diseases

Pain

Fever

Arthritis

Others

India Aspirin Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Aspirin Market.

Available Customizations:

India Aspirin Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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