

Generic Drugs Market in India 2017

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"Netscribes' latest market research report titled Generic Drugs Market in India 2017 covers the current and future state of the generics market in the country. Demand for generics is expected to increase as patients shift from the more expensive branded drugs to the lower priced generics. Various initiatives from the government to increase the usage of generics instead of branded drugs, wherever possible, are also helping in the growth of the market. Setting up of a large number of Jan Aushadhi stores is making generics more accessible. Moreover, government's proposal in Jul 2016 whereby physicians would have to mention generic names of drugs instead of names of branded drugs is expected to further boost the market.

Generic drug manufacturers operating in India have a distinct cost advantage when it comes to manufacturing. The low manufacturing costs in the country enable Indian companies to manufacture generic drugs at costs lower than the cost at which companies operating in regulated markets manufacture. Consequently, this has created a huge export opportunity for Indian companies. The US is one of the largest importers of generic drugs from India. Recently, regulatory warnings from foreign regulatory bodies such as the USFDA regarding lapses in product quality and for not adhering to stipulated manufacturing standards have led to a negative perception of generics manufactured in India. The industry, however, realizes the importance of these export markets and is taking remedial steps to ensure that such negative perceptions are removed.

Coverage:

Overview of the generics drugs market in India, and historical and forecasted market size data over 2012 to 2020

Trade analysis of pharmaceutical products in India

Qualitative analysis of the major factors driving growth in the market, and the key challenges affecting the market

Analysis of the competitive landscape and profiles of major public and private players operating in the market

Key recent developments in the Indian generic drugs market

Why Buy?

Get a broad understanding of the food processing industry in India, the dynamics of the market and the current state of the industry

Gain knowledge to devise suitable marketing, market-entry, and other business strategies

Identify key growth drivers in the market and make informed decisions to benefit from them and increase profitability

Understand the business operations and strategies of key competitor's, and respond accordingly"

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