

India Women's Health Therapeutics Market Assessment, By Drug [ACTONEL, FORTEO, Mirena, NuvaRing, Premarin, Prolia, Others], By Indication [Hormonal Infertility, Cancer, Contraceptives, Postmenopausal Osteoporosis, Endometriosis and Uterine Fibroids, Menopause, Polycystic Ovary Syndrome, Others], By Age-group [Below 18, 18 to 45, Above 45], By End-user [Hospital Pharmacies, Retail Pharmacies, Online Pharmacies, Others], By Region, Opportunities and Forecast, FY2018-FY2032F

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Report description:

India women's health therapeutics market is projected to witness a CAGR of 13.10% during the forecast period FY2025-FY2032, growing from USD 1.98 billion in FY2024 to USD 5.30 billion in FY2032. India market for women's health therapeutics has grown significantly because of recent advancements in technologies and the growing demand for efficient solutions. One of the primary factors propelling market expansions in the country is most of the population's declining reproductive health owing to the sedentary lifestyles and shifting environmental conditions.

In June 2024, Orchid Pharma partnered with Cipla to launch Cefepime-Enmetazobactam, a breakthrough antibiotic combination approved for treating complicated Urinary Tract infections (cUTI), Ventilator-Associated Pneumonia (VAP), and Hospital-Acquired Pneumonia (HAP). This collaboration ensured widespread distribution of this treatment across India. In addition, the partnership combined Orchid's drug development capabilities with Cipla's distribution network, ensuring that this life-saving medication reaches healthcare providers efficiently.

Government Initiatives Fueling the Market Growth

Support from the government is crucial for the growth of women's health therapeutics market in India. Women's healthcare access, affordability, and awareness are receiving attention at the policy level, and many programs have been initiated to aid this.

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For example, Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) guarantees free prenatal checkups, while the adolescent health program focuses on the RKSK. Furthermore, the Ayushman Bharat Scheme enables fast financial aid to women facing costly procedures, including cancer treatments. Other regulations, such as drug price limits set by the NPPA, increase affordability of important drugs and medicines. There are also efforts to increase self-sufficiency in pharmaceuticals through the Production-Linked Incentive (PLI) Scheme, which promotes local businesses instead of foreign ones. The surge in funding directed toward women's health studies, the opening of new Janaushadhi Kendras, and changes in policy that favor menstrual and reproductive health care amplify the sales potential further. Such policy support guarantees usage of women healthcare services in India for both urban and rural areas, which is likely to bring forth many solutions for women's health issues. For instance, launched in Odisha, this universal health coverage program provides annual health coverage of USD 5,726 per family and USD 8,016 for female members. The scheme aims to enhance healthcare accessibility, particularly benefiting women in the state

Scientific Innovations Boosting Market Growth
Scientific research is a key driver in Women health therapeutics, resulting in sophisticated treatments, improved diagnostic technology, and targeted therapies. There has been an increase in government and private funding leading to faster paced research in endometriosis, polycystic ovarian syndrome (PCOS), infertility, and menopausal research. The rise of precision medicine and biotechnology has facilitated the development of personalized hormonal treatment for reproductive disorders, as well as non-invasive diagnostic tools. There has also been considerable progress in stem cell therapies and gene editing alongside drug delivery systems using nanotechnology for improving women's health in India. The Indian Council of Medical Research (ICMR) is collaborating with private pharma companies on clinical trials of new cancer therapies, fertility drugs, and HPV vaccines. These investments in R&D enable the advancement of woman healthcare by improving the efficacy, affordability, and accessibility of these treatments. For example, In December 2024, Novo Nordisk India advocated for an expedited launch of its weight-loss drug for women, called Wegovy, to compete with Eli Lilly's anticipated introduction of Mounjaro in 2025. Both drugs are GLP-1 receptor agonists, highly sought after for weight management.

Rising Incidence of Cancer Fueling the Market Growth

The increasing occurrence of cancer, particularly among women in India, is one of the major factors for the growth of the women's health therapeutics market. There is an increase in breast, cervical, ovarian, and endometrial cancers due to changes in lifestyle, genetic factors, and diagnosis at a later stage. As per the National Cancer Registry Programme (NCRP), the number of breast cancer cases in India has increased twofold over the past ten years, making it the most prevalent cancer among women. The surge in cases of HPV-induced cervical cancer recently prompted the government to implement vaccination drives across the country which stimulated demand for HPV vaccines. There is a growing pharmaceutical investment in oncology drugs due to the advances in targeted therapies, immunotherapy, and hormone therapy. The introduction of awareness programs on cancer, early detection, and increased access to cancer treatment through Ayushman Bharat is causing a rise in the need for novel and cost-effective women-centric cancer therapeutics. This growing burden of disease amplifies the demand for greater research, improved diagnostic tools, and more sophisticated treatment options. According to Observer Research Foundation, the number of cases of breast cancer increased steadily from 200,218 in 2019 to 221,579 in 2023; at the same time, the number of deaths from the disease increased from 74,481 to 82,429 in India. Even while incidence is far higher than fatality, mortality rates have been steadily rising, which suggests problems with early detection, access to treatment, and efficient management.

Future Market Scenario (FY2025 - FY2032F)

Many factors claim the growth of India women's health therapeutics market. Technological advancements give faster and more accurate results leading us to early diagnosis. Opportunity also lies in the increasing number of fertility concerns that the population is facing today. Promising initiatives of our government that provide healthcare infrastructure, funds to carry on research and development on a large scale, and a reliable distribution channel that ensures the solution reaches everyone is testimonial. For instance, from primary healthcare facilities to sophisticated tertiary care hospitals, India currently has a vast healthcare infrastructure. One of the biggest healthcare systems in the world is expected to grow because of increased public and private sector investment. To increase access to high-quality healthcare for a larger portion of the population, developers are currently collaborating with healthcare providers to build cutting-edge facilities in tier 2 and tier 3 cities as well as metropolitan areas.

Key Players Landscape and Outlook

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Key players in the women's health therapeutics industry utilize strategies such as mergers, acquisitions, partnerships, and new product launches to improve their services and competitiveness. Such efforts will propel significant growth in the market, allowing big-cap industry players to increase their presence and, therefore, find new opportunities in this market.

For instance, Pradhan Mantri Bharatiya Janaushadhi Pariyojana (PMBJP) is an initiative which has expanded significantly, offering over 2,000 types of generic drugs and more than 300 surgical products by 2024. Notably, the scheme includes the "Janaushadhi Suvudha Oxy-Biodegradable Sanitary Napkin," providing affordable sanitary products to women across the country.

Table of Contents:

1. Project Scope and Definitions
2. Research Methodology
3. Executive Summary
4. India Women's Health Therapeutics Market Outlook, FY2018-FY2032F
 - 4.1. Market Size Analysis & Forecast
 - 4.1.1. By Value
 - 4.2. Market Share Analysis & Forecast
 - 4.2.1. By Drug
 - 4.2.1.1. ACTONEL
 - 4.2.1.2. FORTEO
 - 4.2.1.3. Mirena
 - 4.2.1.4. NuvaRing
 - 4.2.1.5. Premarin
 - 4.2.1.6. Prolia
 - 4.2.1.7. Others
 - 4.2.2. By Indication
 - 4.2.2.1. Hormonal Infertility
 - 4.2.2.2. Cancer
 - 4.2.2.2.1. Cervical Cancer
 - 4.2.2.2.2. Breast Cancer
 - 4.2.2.2.3. Colorectal Cancer
 - 4.2.2.2.4. Ovarian Cancer
 - 4.2.2.2.5. Others
 - 4.2.2.3. Contraceptives
 - 4.2.2.4. Postmenopausal Osteoporosis
 - 4.2.2.5. Endometriosis and Uterine Fibroids
 - 4.2.2.6. Menopause
 - 4.2.2.7. Polycystic Ovarian Syndrome (PCOS)
 - 4.2.2.8. Others
 - 4.2.3. By Age-group
 - 4.2.3.1. Below 18
 - 4.2.3.2. 18 to 45
 - 4.2.3.3. Above 45
 - 4.2.4. By End-user
 - 4.2.4.1. Hospital Pharmacies
 - 4.2.4.2. Retail Pharmacies
 - 4.2.4.3. Online Pharmacies
 - 4.2.4.4. Others
 - 4.2.5. By Region

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- 4.2.5.1. North
- 4.2.5.2. South
- 4.2.5.3. East
- 4.2.5.4. West and Central
- 4.2.6. By Company Market Share Analysis (Top 5 Companies and Others - By Value, FY2024)

4.3. Market Map Analysis, FY2024

- 4.3.1. By Indication
- 4.3.2. By Age-group
- 4.3.3. By End-user
- 4.3.4. By Region

*All segments will be provided for all regions and countries covered

5. Demand Supply Analysis

6. Porter's Five Forces Analysis

7. PESTLE Analysis

8. Pricing Analysis

9. Market Dynamics

9.1. Market Drivers

9.2. Market Challenges

10. Market Trends and Developments

11. Case Studies

12. Competitive Landscape

12.1. Competition Matrix of Top 5 Market Leaders

12.2. SWOT Analysis for Top 5 Players

12.3. Key Players Landscape for Top 10 Market Players

12.3.1. Merck & Co., Inc.

12.3.1.1. Company Details

12.3.1.2. Key Management Personnel

12.3.1.3. Products and Services

12.3.1.4. Financials (As Reported)

12.3.1.5. Key Market Focus and Geographical Presence

12.3.1.6. Recent Developments/Collaborations/Partnerships/Mergers and Acquisition

12.3.2. Pfizer Inc.

12.3.3. GlaxoSmithKline plc

12.3.4. F. Hoffmann-La Roche Ltd

12.3.5. AbbVie Inc.

12.3.6. Amgen Inc.

12.3.7. Novartis AG

12.3.8. Eli Lilly and Company

12.3.9. Johnson & Johnson Services, Inc.

12.3.10. AstraZeneca plc

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

13. Strategic Recommendations

14. About Us and Disclaimer

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