

India Anti-Obesity Drugs Market Assessment, By Mechanism of Action [Centrally Acting Drugs, Peripheral Acting Drugs], By Target [GLP-1, Amylin, Ghrelin, Others], By Type [Prescription Drugs, OTC Drugs], By Distribution Channel [Hospital Pharmacies, Retail Pharmacies and Drug Stores, Online Pharmacies], By Region, Opportunities and Forecast, FY2019-FY2033F

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Report description:

India anti-obesity drugs market is projected to witness a CAGR of 23.54% during the forecast period FY2026-FY2033, growing from USD 100.76 million in FY2025 to USD 546.70 million in FY2033. India anti-obesity drugs market is witnessing growth driven by increasing obesity rates, sedentary lifestyles, and dietary habits. Advancements in drug development, especially GLP-1-based therapies, are expanding treatment efficacy and availability. Additionally, the rise of online pharmacies and digital healthcare platforms is improving drug accessibility and patient adherence.

For example, on March 20, 2025, the American pharmaceutical giant Eli Lilly and Company introduced its diabetes and obesity management medication, Mounjaro (tirzepatide), in India. This launch follows the receipt of marketing authorization from the Central Drugs Standard Control Organisation (CDSCO) and features the drug in a single-dose vial.

Rising Obesity Prevalence and Lifestyle Shifts Driving Market Demand

The rising incidence of obesity across urban and semi-urban India is a key driver for the anti-obesity drugs market. Sedentary lifestyles, increased intake of processed foods, and lack of physical activity have significantly contributed to weight gain among various age groups. Additionally, rising disposable income and growing health consciousness have encouraged individuals to seek pharmaceutical interventions for weight management. The expanding population of overweight individuals is increasing the demand for both prescription and over-the-counter anti-obesity drugs. The government's growing focus on non-communicable disease prevention and awareness campaigns has further amplified the market's visibility. With obesity linked to multiple comorbidities such as diabetes and cardiovascular diseases, patients are more inclined to adopt drug-based treatments alongside

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lifestyle changes. According to the National Family Health Survey-5 (2021), obesity in Indian adults has increased significantly, with 24% of women and 23% of men being overweight or obese.

Increasing Adoption of GLP-1 Targeted Therapies in India

The growing adoption of GLP-1 receptor agonists has emerged as a significant segmental driver in the Indian anti-obesity drugs market. These drugs, originally developed for diabetes management, have demonstrated considerable efficacy in supporting sustained weight loss. The ability of GLP-1 drugs to reduce appetite and slow gastric emptying is making them a preferred option among healthcare providers in India. As awareness regarding newer, targeted therapies rises, both public and private hospitals are increasingly integrating GLP-1 drugs into obesity management protocols. Pharmaceutical companies are also focusing on launching and expanding the availability of these therapies across India to meet growing demand. For instance, Danish pharmaceutical leader Novo Nordisk is set to introduce its highly anticipated anti-diabetes and weight-loss medication, Wegovy (semaglutide), in India. In an effort to gain a competitive advantage over Eli Lilly's recently launched product, Mounjaro (tirzepatide), Novo Nordisk has showcased the cardiovascular advantages of Wegovy among Indian patients.

Growth of Online Pharmacies Enhancing Accessibility to Anti-Obesity Medications

The rapid growth of India's online pharmacy sector is playing a pivotal role in boosting the anti-obesity drugs market. The growing penetration of the internet and the shift towards convenience-oriented consumer behavior have led patients to increasingly purchase medications, including weight management drugs, through digital platforms. Online pharmacies provide improved access in Tier II and III cities, which have historically lacked the physical pharmacy infrastructure necessary for advanced treatments. Furthermore, these platforms frequently offer discounts, privacy, and home delivery services, making them especially attractive for managing chronic conditions such as obesity that necessitate long-term care. Initiatives in digital health by the Indian government, along with the emergence of e-pharmacy startups, are enhancing the accessibility of both prescription and over-the-counter anti-obesity medications. Recently, Eli Lilly announced the launch of its highly acclaimed diabetes and weight-loss drug, Mounjaro, in India following approval from the country's drug regulatory authority. The cost for a 5 MG vial of this medication is set at USD 51.69, while a 2.5 MG vial is priced at USD 41.35.

Future Market Scenario (FY2026 - FY2033F)

The India anti-obesity drugs market is poised for strong growth over the next decade due to rising obesity rates, increased awareness of weight-related health risks, and the availability of advanced pharmacological interventions. Growing adoption of GLP-1 receptor agonists and other targeted therapies is expected to expand treatment options and improve patient outcomes. Technological advancements in telemedicine and digital health platforms will further support patient access to obesity management solutions, especially in Tier II and Tier III cities. Additionally, increasing private sector investments, favorable regulatory pathways, and the expansion of online pharmacies are expected to fuel market growth. As lifestyle-related diseases become a national health priority, the demand for effective, accessible, and sustainable obesity treatments will accelerate.

Key Players Landscape and Outlook

Key players in the anti-obesity drugs 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, Danish pharmaceutical company Novo Nordisk has acquired the global rights to the 'triple-G' weight-loss drug candidate from China-based United Laboratories International in a transaction valued at up to USD 2 billion. Novo aims to enhance its presence in the burgeoning USD 150 billion obesity market by focusing on the development of advanced medications, as well as through strategic acquisitions and collaborations. The agreement with United Laboratories grants Novo the rights to develop, produce, and market its investigational drug, UBT251.

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

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