

Semaglutide patent expiry in mid-March 2026 set to trigger entry of 50+ branded generics in India: Sheetal Sapale

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A pivotal phase for the GLP-1 agonist market in India



The GLP-1 agonist market in India is poised for a significant transformation as Semaglutide, one of the most widely prescribed therapies for diabetes and weight management globally, is set to lose patent protection in mid-March 2026. The development is expected to open the floodgates for more than 50 branded generic versions, triggering heightened competition and accelerating adoption of GLP-1 therapies across the country.

Data from Pharmarack indicates that the injectable anti-diabetes market has already been witnessing strong momentum over the past few months, driven largely by GLP-1 therapies such as Semaglutide and Tirzepatide. Month-on-month incremental consumption in the injections market stood at 8.91 thousand units in November 2025 and 8.75 thousand units in December. Growth surged to 14.28 thousand units in January 2026 before moderating to 9.72 thousand units in February.

A deeper look at the growth drivers highlights the rising demand for GLP-1 agonists. Semaglutide added incremental consumption of 6.53 thousand units in January and 6.52 thousand units in February. In comparison, Tirzepatide contributed 6.04 thousand units in January and 5.31 thousand units in February. In December, Tirzepatide had added 1.81 thousand units while Semaglutide contributed 0.73 thousand units.

The data suggests that incremental consumption added by Semaglutide over the last two months has been slightly higher

than that of Tirzepatide, indicating strong physician uptake and growing patient demand ahead of the anticipated patent expiry.

Pharmaceutical companies are closely watching the GLP-1 agonist segment, which is increasingly being viewed as one of the most promising therapy areas in diabetes and obesity management. With India witnessing a rising burden of diabetes and obesity, companies believe GLP-1 therapies could become a major growth driver in the coming years.

According to Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, the upcoming patent expiry will significantly reshape the competitive landscape. “The expiry of the Semaglutide patent in mid-March 2026 is expected to trigger the entry of more than 50 branded generics in India. This will dramatically increase access to GLP-1 therapies and expand the market beyond the current patient base,” Sheetal said.

She added that while the market is likely to grow rapidly in terms of volume, pricing dynamics may change as competition intensifies. “With several Indian pharmaceutical companies preparing aggressive launches and promotional strategies, the size of the pie is expected to expand in volume terms. However, the value growth may moderate as multiple branded generics enter the market and pricing competition increases,” Sheetal noted.

Industry experts believe the entry of several domestic players will also intensify promotional activities, with companies investing heavily in physician engagement, patient awareness and distribution expansion to capture market share in the fast-growing GLP-1 category.

For innovator companies currently operating in the segment, the next phase will be about sustaining brand equity and clinical differentiation as the market becomes increasingly crowded. At the same time, wider availability and competitive pricing could significantly expand access to these therapies among Indian patients.

As the Semaglutide patent expiry approaches, the coming months are expected to mark a pivotal phase for the GLP-1 agonist market in India, with competition, affordability and patient access set to redefine the growth trajectory of the segment.