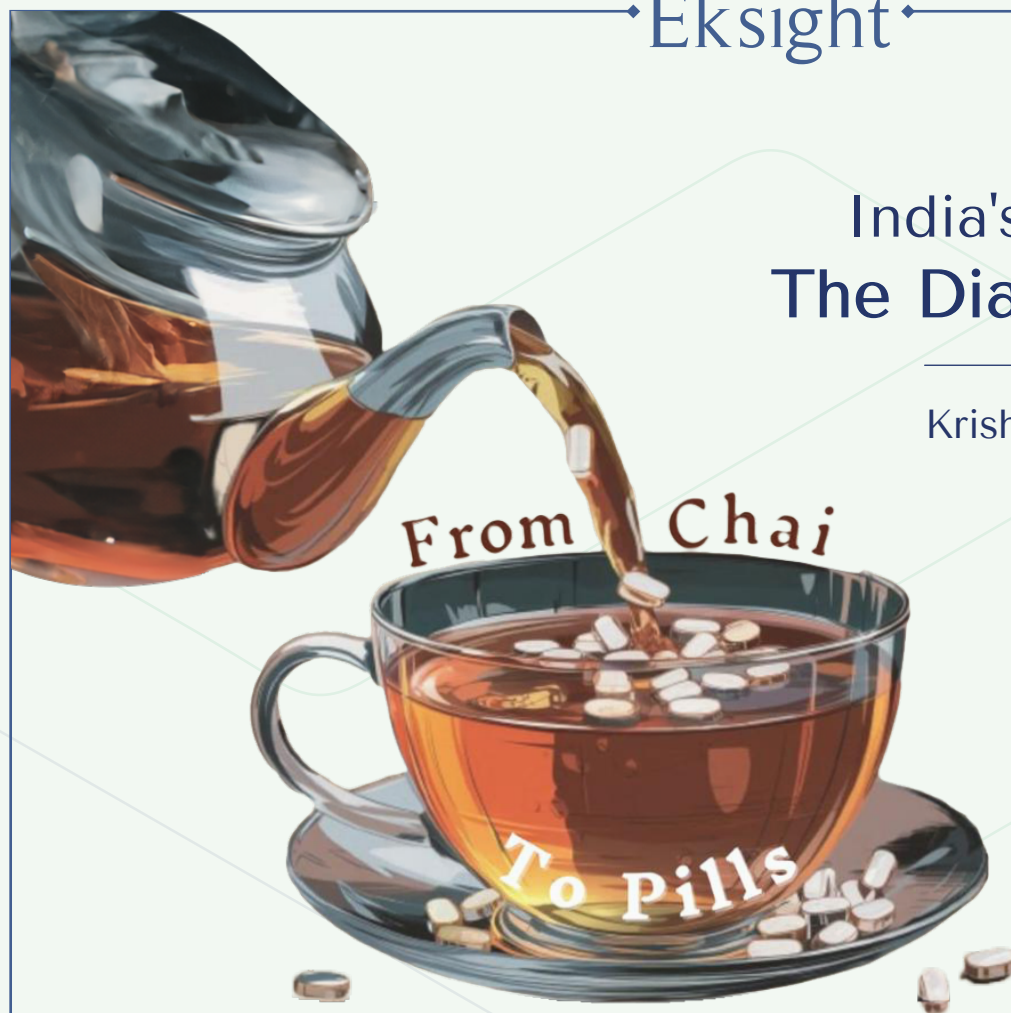


## India's Sweet Spot In The Diabetes Market

Krishna Raj K | August 2024



On my way to Mumbai during a drizzling monsoon, I found myself on an enchanting 20-hour train journey. With little to do and limited network coverage, I turned to my fellow passenger for a conversation after all, it was better than being glued to my phone.

After the usual small talk, the aroma of chai filled the air. Who could resist a hot cup of tea on a rainy day in an air-conditioned compartment? It was the perfect remedy for the boredom. As the chai wala made his rounds, three out of the eight passengers requested their chai without sugar. This wasn't surprising, given that I come from the diabetic capital of India.

What did catch me off guard, was the chai wala's pitch the next morning. With a grin, he announced, "Sugarless chai!" and a whole lot of fellow passengers in each cabin peeping their heads out waiting for him. The surprising element wasn't just the demand for sugarless chai but the realization that so many individuals were actively managing their sugar intake, reflecting the widespread impact of diabetes in the region.

So, my usual tendency would be to Google this rather than ask my fellow passengers. After all, no one wants to ruin a good conversation by diving into serious topics. Instead, I observed and made a mental note of their dietary preferences.

As the journey continued, it became obvious that health-conscious choices were more common than I expected. The preference for sugarless chai wasn't just a casual choice, it seemed to be part of a larger trend, likely due to the rise in diabetes. It was interesting to see how people's eating habits were changing, even in a simple setting like a train ride. Well say bye-bye to my fellow passengers and let's play the number games.

If you have observed the phrase **"I have sugar"** is now a common norm and is often used because **"1 in 10 Indians suffer from diabetes"**. So, every time you offer something sweet to someone sweet, they will go like I have sugar.

India now accounts for **10.1 crores of diabetic patients** as of 2023. The study also states that the number of diabetic patients has increased by 44% in 4 years.

## WHAT IS DIABETES

Diabetes is a chronic condition where the body can't properly regulate blood sugar levels

Type 1

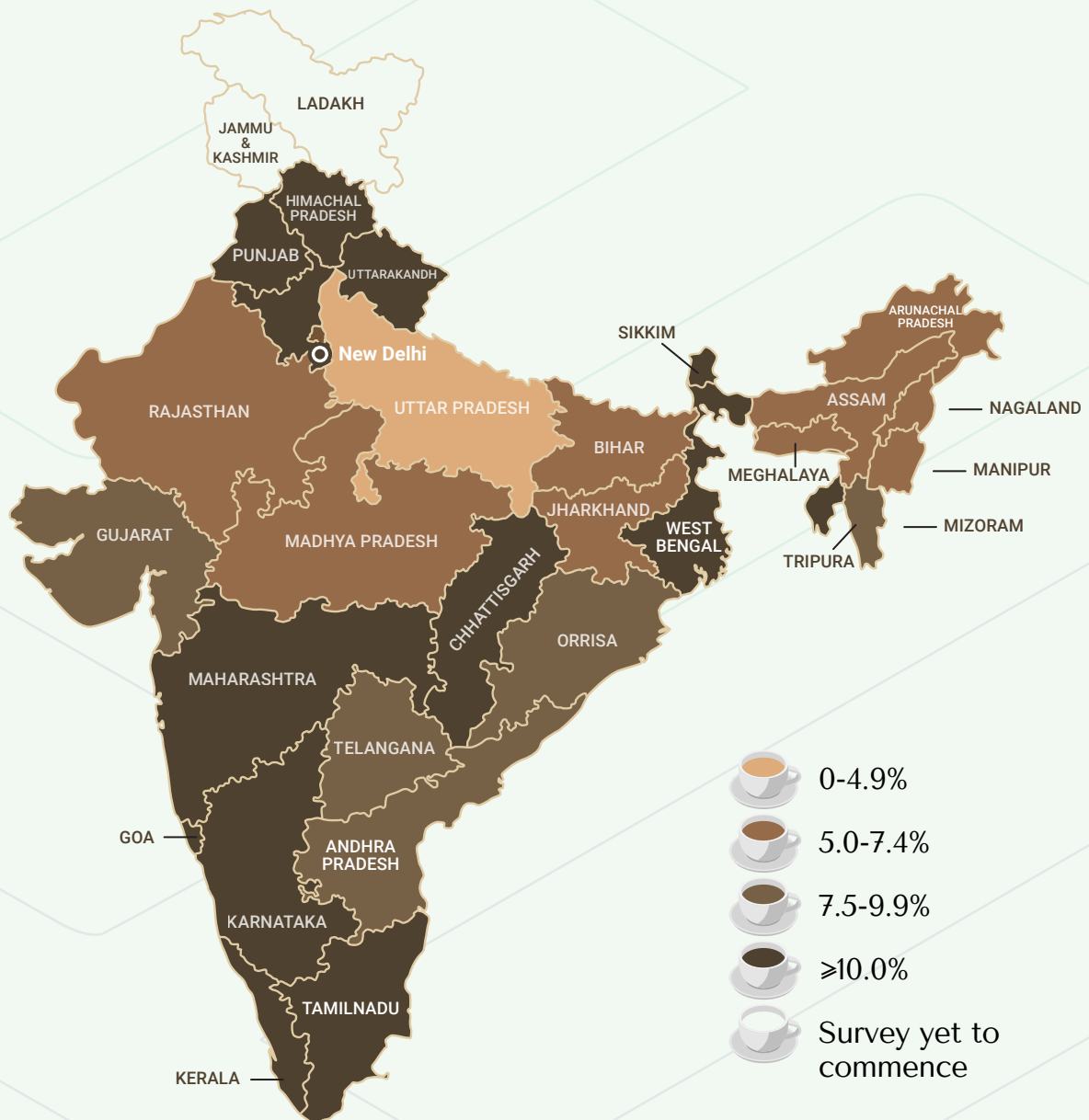
Your pancreas cannot make enough Insulin

Type 2

Your body becomes resistant to Insulin



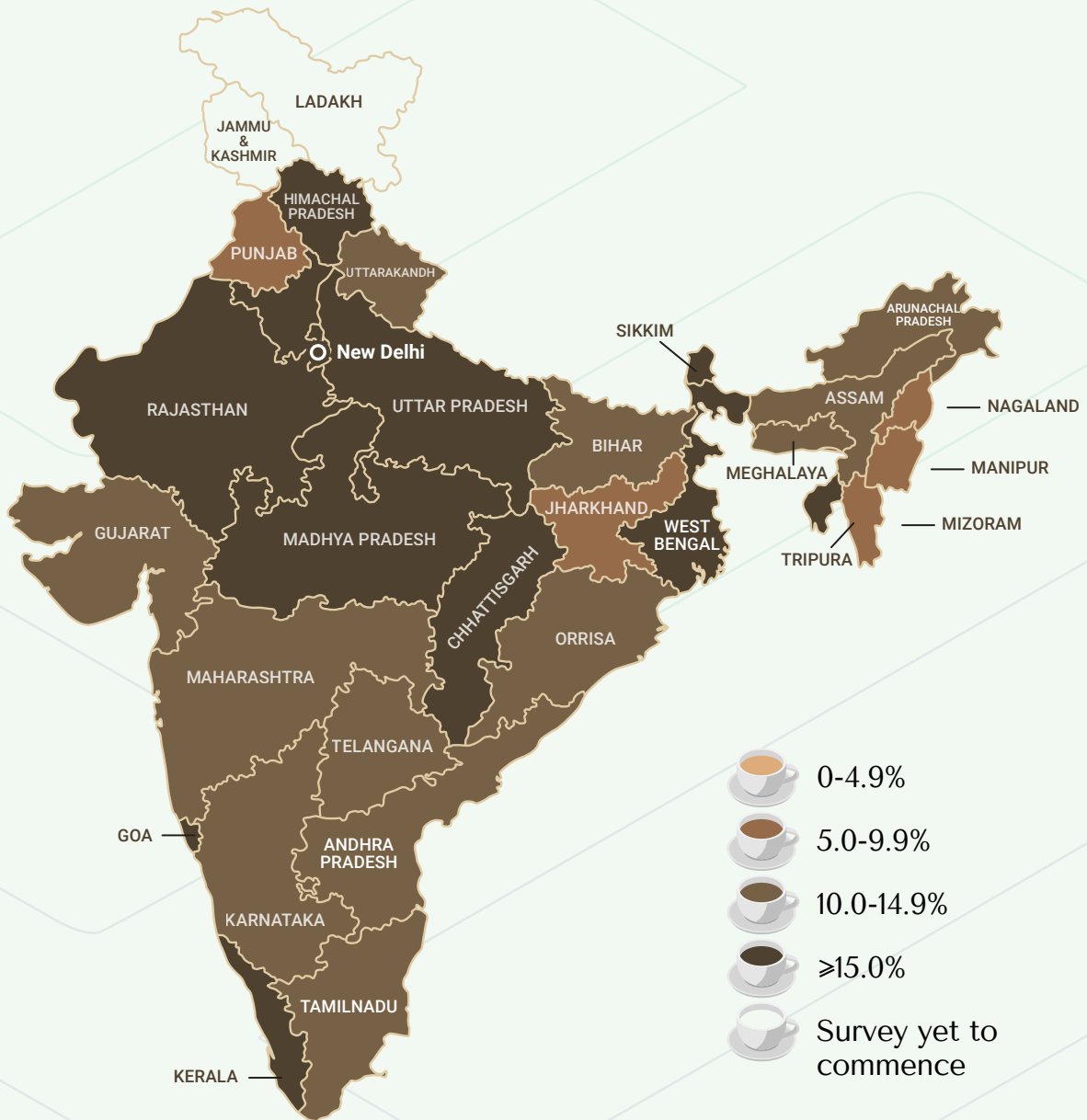
## Diabetes Across States:



India's party capital, **Goa**, leads with the highest diabetes rate at **26.4%**, proving its beaches aren't the only thing that are sweet. **Puducherry** follows at **26.3%**, and **Kerala** is third at **25.5%**. In contrast, **Uttar Pradesh** has the lowest prevalence at **4.8%**.

Additionally, 15.3% of the population, or about 136 million people, are **Pre-Diabetic**. This means their blood sugar levels are higher than normal but not yet diabetic essentially a warning sign. Without significant lifestyle changes, many of these individuals are at risk of developing diabetes.

## Pre-Diabetes Across States:

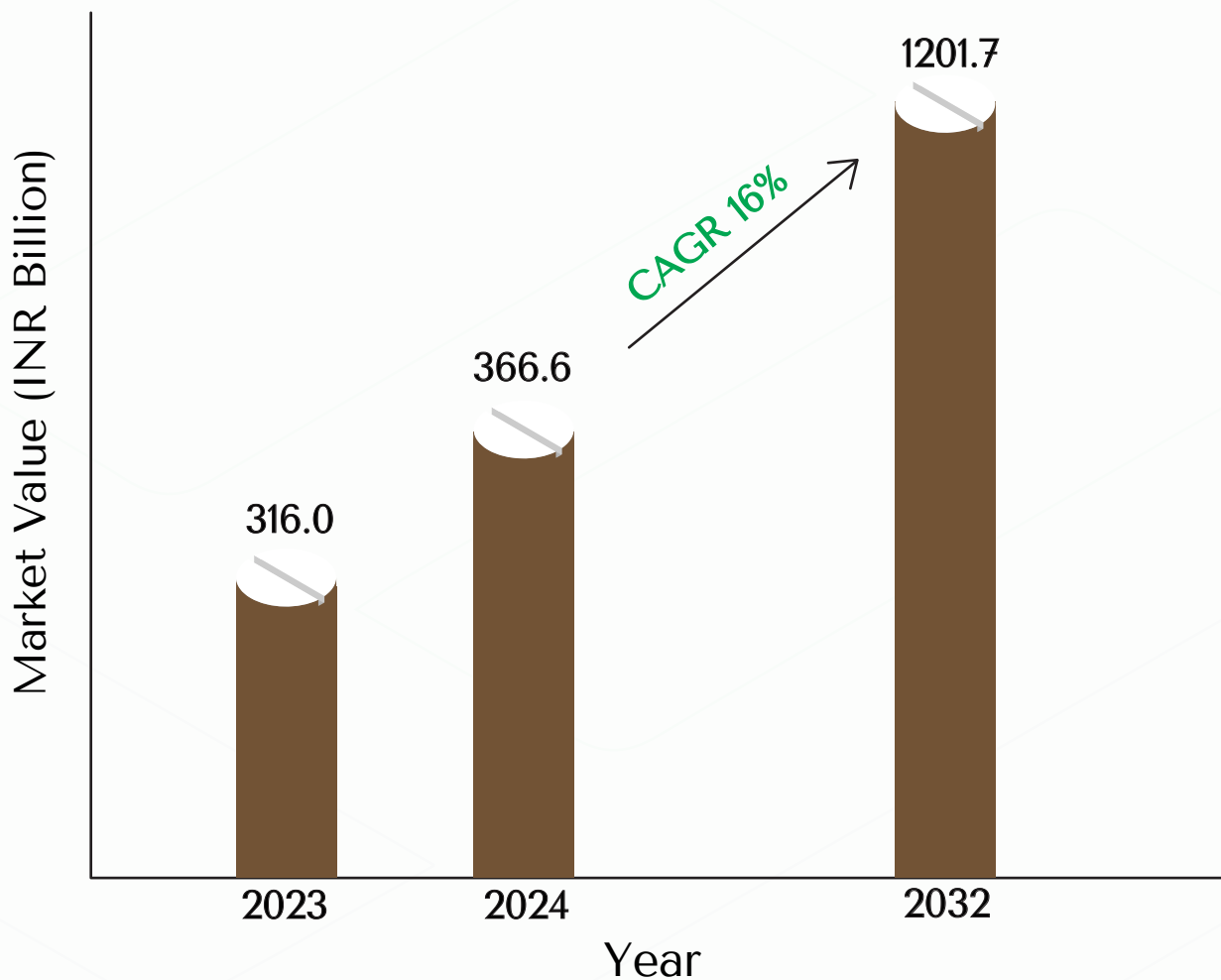


The prevalence of prediabetes was highest in the central and northern regions of India and lowest in Punjab, Jharkhand, and some parts of the northeastern region.

So there is a huge segment of population heading towards this silent killer and it is obvious that a thriving pharmaceutical industry will naturally follow to cater to the growing demand for diabetes management and treatment solutions.

*"Next time you're enjoying a family meal, swap the regular white rice for brown rice or millets your blood sugar levels will stay happier!"*

## Projected Growth of Indian Diabetic Market (2023-2032)



Source: International Journal Of Pharmaceutical Sciences.

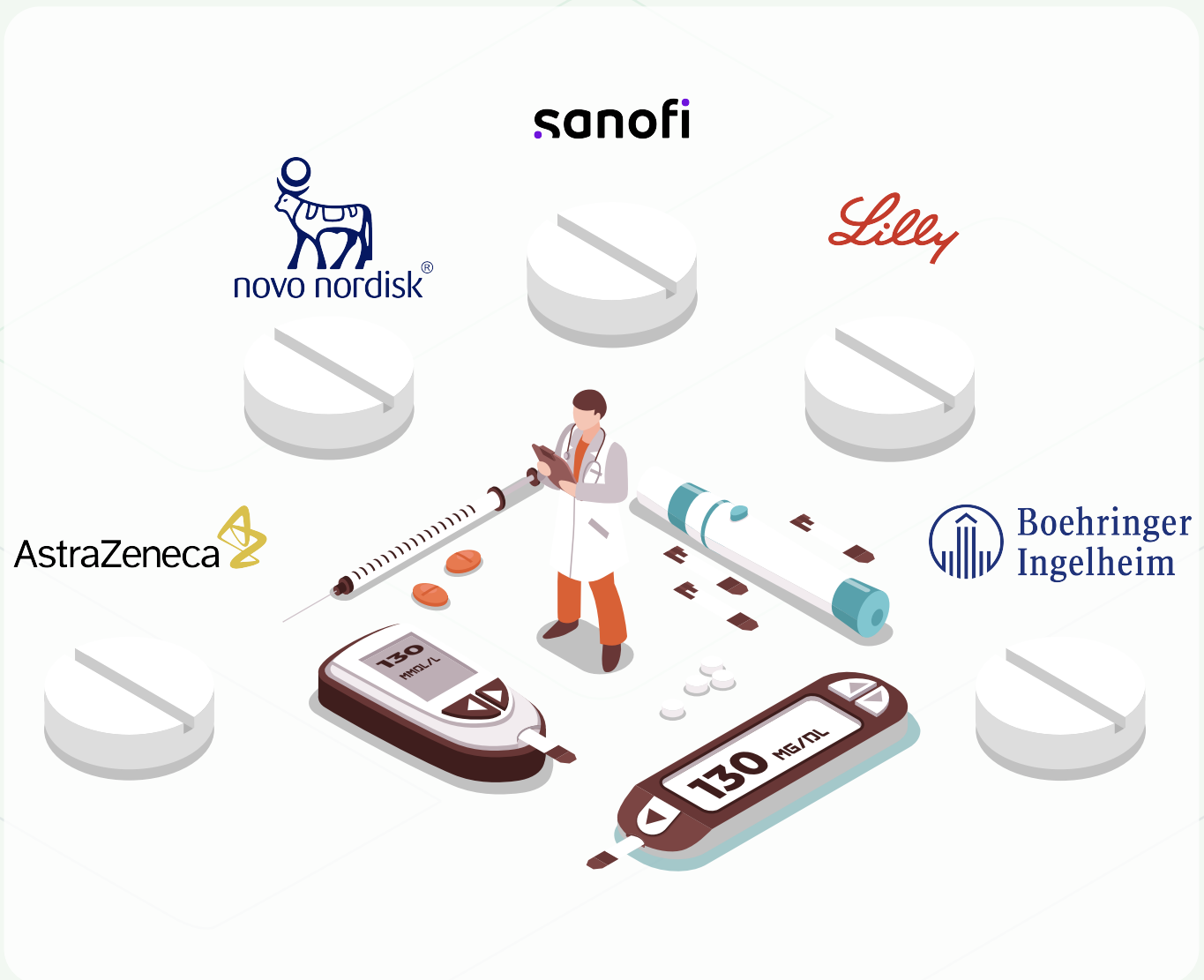
Let's dive into why the diabetes market is placing the pharma industry in a sweet spot.

We all know the pharmaceutical sector in India is witnessing significant growth, but did you know that anti-diabetic drugs are leading the way?

According to International Journal of Pharmaceutical Science Indian diabetic market is estimated at **INR 316 billion in 2023**.

It is evident that the market for diabetes care is huge and continues to expand. The rising prevalence of diabetes in India and ongoing need for effective treatment options make it a key focus area for pharmaceutical companies and investors.

## Key Players in the India Diabetes Care Drugs Market



The diabetes drugs market in India is somewhat competitive, with both major and generic players involved. The insulin and SGLT-2 drug segments are mainly controlled by big companies like Novo Nordisk, Sanofi, AstraZeneca, and Bristol Myers Squibb.

On the other hand, the market for oral drugs, such as Sulfonylureas and Meglitinides, has more participation from generic drug manufacturers. Competition is strong, with companies constantly working to develop new medications and offer them at competitive prices. Additionally, these companies are expanding into new markets, particularly in emerging economies where demand outpaces supply.

*"Next time you're admiring the sweeping city view from a high-rise office like Harvey Specter's, do your health a favor take the stairs!"*

## Growth Drivers for Diabetes

By now, you would be convinced that the exiting market of diabetic patients is large enough to keep current market players in the segment thriving.

Going forward, here are a few key factors that will drive the growth of diabetes in the pharmaceutical industry:

### Eating Habits:



- 🍌 2014: Dining out 4 times a month
- 🍌 2019: Doubled to 8 times a month
- 🍌 Now: In cities, it's up to 16 times a month. Home cooking? Not anymore, Zomato Everyday, tastes like home

### Lifestyle:



- 🍌 With more people living a sedentary lifestyle, diabetes is becoming the new norm
- 🍌 Desk jobs and long hours just add to the problem
- 🍌 Stress and poor sleep are making blood sugar levels rise
- 🍌 More processed foods and sugary snacks are making diabetes more likely

### QSR Market vs. Blood Sugar:



- 🍌 The Indian Quick Service Restaurant (QSR) market is worth USD 5 billion and is expected to grow at 14% until 2030
- 🍌 As fast food grows, so does the risk of diabetes—soon it might feel like a national dish!

So, what's the takeaway from all this? If India's love for chai is any indication, we're sipping our way through a sweet but somewhat risky journey. From sugarless chai in train compartments to a booming pharmaceutical industry, it's clear that diabetes has become more than just a health issue— it's a market opportunity, a lifestyle change. With 10.1 crore Indians already diagnosed and millions more on the edge, the diabetes market in India is like that stubborn uncle who just won't say no to the extra gulab jamun—growing steadily and showing no signs of stopping.

As we continue to urbanize, age, and adopt tech-savvy solutions, the demand for diabetes care will only rise. So, whether you're enjoying a sugarless chai or eyeing the latest insulin pumps, just remember: in India, we're not just managing diabetes—we're capitalizing on it. As diabetes cases skyrocket, the pharma industry is finding a lucrative sweet spot. It's time we replace sugar rushes with health crushes.

----- Thank You for reading! See you Next Month! -----

## Some Interesting Reads

- 📖 [Analysing the top 3 factors contributing to Diabetes in India and how to address them](#)
- 📖 [Why India is diabetes capital of the world](#)
- 📖 [Market Analysis of Antidiabetic Drugs in India](#)



## Disclaimer

The information or material (including any attachment(s) hereto) (collectively, "Information") contained herein does not constitute an inducement to buy, sell or invest in any securities in any jurisdiction and Ekvity is not soliciting any action based upon the information.

This information is intended to provide general information to Ekvity clients on a particular subject and is not an exhaustive treatment of such subject(s). This information has been prepared based on information obtained from publicly available, accessible resources and Ekvity is under no obligation to update the information. Accordingly, no representation or warranty, implied or statutory, is made as to the accuracy, completeness or fairness of the contents and opinion contained herein. The information can be no assurance that future results or events will be consistent with this information. Any decision or action taken by the recipient based on this information shall be solely and entirely at the risk of the recipient. The distribution of this information in some jurisdictions may be restricted and/or prohibited by law, and persons into whose possession this information comes should inform themselves about such restriction and/or prohibition and observe any such restrictions and/or prohibition. Unauthorized disclosure, use, dissemination or copying (either whole or partial) of this information, is prohibited. Neither Ekvity nor its founders nor employees shall be responsible or liable in any manner, directly or indirectly, for the contents, errors, discrepancies, or any decisions or actions taken in reliance on the information. The person accessing this information specifically agrees to exempt Ekvity or any of its founders and employees from, all responsibility/liability arising from such misuse and agrees not to hold Ekvity or any of its founders or employees responsible for any such misuse and free and harmless from all losses, costs, damages, expenses that may be suffered by the person accessing this information due to any errors.

Certain information contained herein concerning economic/corporate trends and performance is based on or derived from independent third-party sources. Ekvity believes that the sources from which such information has been obtained are reliable; however, it cannot guarantee the accuracy of such information or the assumptions on which such information is based.

For More Updates



[www.ekvity.com](http://www.ekvity.com)



[info@ekvity.com](mailto:info@ekvity.com)



[@ekvitygroup](https://www.instagram.com/ekvitygroup)



[@ekvity](https://twitter.com/ekvity)



[@ekvity](https://www.linkedin.com/company/ekvity)



Ekvity

EVERYTHING NICHE