Over 3k brands hit pharma mkt, cancer drug tops in sales

Synopsis

India's pharma market has introduced 3,151 new brands in the past year, with AstraZeneca's cancer drug Enhertu becoming the top-seller, reflecting a rise in cancer cases. Enhertu, exempted from customs duty, has significantly contributed to AstraZeneca's sales, highlighting the growing demand for innovative cancer treatments.

India's pharma market saw 3,151 new brands launched over the past 12 months, with **AstraZeneca**'s cancer drug **Enhertu** emerging the highest selling brand indicating a significant rise in cancer incidence in India.

AstraZeneca India's breast cancer medicine **trastuzumab deruxtecan** is sold under the brand name Enhertu. As part of the government of India's broader plan to enhance the affordability and accessibility of healthcare in India, trastuzumab deruxtecan was exempted from customs duty last year.

According to data from the World Health Organization, breast cancer is the most diagnosed cancer globally, with over 2 million cases reported in 2020. In India, the incidence of breast cancer has seen a gradual rise, emphasising the need for innovative treatment options. "Last year AstraZeneca Pharma India Limited obtained a dual approval from India's drug regulator for the expansion of trastuzumab deruxtecan's indications, paving the way for enhanced therapeutic options in addressing HER2-low metastatic breast cancer and HER2-positive gastric or gastroesophageal junction (GEJ) adenocarcinoma," a pharma executive said.

Overall, the domestic pharma market clocked a total revenue of ₹1,096.9 crore, according to a report by data analytics platform IQVIA. AstraZeneca generated the highest sales of ₹57.9 crore from the single brand Enhertu followed by **Sun Pharma** at ₹49.9 crore from 18 brands and **Dr Reddy's Laboratories** (DRL) at ₹44.9 crore with 51 brands, the data suggested.

News Source:

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