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Market Overview Of Clotrimazole

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ABSTRACT

Pharmaceutical companies experience two streams of marketing, a push stream aimed at the decision maker and a pull stream aimed at the end consumer. The push approach lies in influencing physicians' prescribing decisions through promotional push forces including detailing, drug sampling, journal articles, journal advertising, conventions and medical meetings, research grants and sponsoring of continuing medical education programs, whereas the pull approach lies in influencing pressure on the physician to prescribe a certain drug to satisfy the demand of a patient.

Introduction Of Pharmaceutical Marketing

World Health Organization has defined the pharmaceutical promotion as "all information and persuasive material disseminated by pharmaceutical manufacturers and distributors, intended to affect the prescription, supply, purchase, and/or consumption of medical medicines.".

Pharmaceutical businesses encounter two streams of advertising, a push stream aimed at the decision maker and a pull stream aimed at the ultimate consumer. The push strategy operates on influencing physicians' prescription choices by promotional push influences like detailing, drug sampling, journal articles, journal advertising, conference sands medical meetings, research grants and funding of continuing medical education programs, while the pull strategy operates on exerting pressure over the physician to prescribe a specific drug based on a patient's request.

According to Williams and Hansel (1991) classification, promotional push elements of the drug industry can be classified further into commercial and non- commercial channels of information. Commercial sources are information channels developed by drug firms and are primarily intended to deliver direct promotion messages regarding a specific drug and are known as marketer controlled sources of influence. Among the most commonly used commercial informational sources include detailing, drug samples, gift premiums, journal advertisement and direct mail, Non-commercial sources are usually prompted by clinical researchers, public health critics, academic physicians, and pharmaceutical firms. Among the commonly used non-commercial sources of information include journal articles, clinical trials, conferences and medical meetings.

Types of Pharmaceutical Markets

1. Traditional markets

- Drug stores
- Hospitals
- Industrial clinics
- Medical clinics

2. Non-Traditional Markets

- Groceries & supermarkets
- Trading stores
- NGOs & Charitable Institutions

Pharmaceutical companies recruit medical representatives and assign them certain areas. Medical representatives deal with doctors, chemists and stockiest as per company norms. Medical representatives try to change the prescription pattern of doctors in favors of their brands. A medical representative should redefine its role he should know **SPICE** Concept of Pharmaceutical marketing.

- **S:** Specific
- **P:** Product Knowledge
- **I:** In clinical Activity
- **C:** Communicate effectively
- **E:** Encase in terms of Prescription.

Sources of Ethic Pharmaceutical Promotion Detailing

Pharmaceutical detailing is just one way that drug companies use as a marketing device in an effort to educate a physician regarding a vendor's products with the hopes that the physician will order the firm's products more frequently. Though the practice is questioned by many, billions of dollars a year are sent by countless drug companies using this legal process.

Approximately 60% of the physicians indicated that most representative limited medical knowledge and experience about what they are outlining for, they also blamed representative's failure to mention their drugs side effects and drug price in a detailing visit.

Sampling and gift-giving

As low as 44.3% of physicians claimed that drug samples influence their prescribing, and added that samples are not able to be used in testing drug effectiveness. They continued to add that the sample dosage is usually too small and incomplete for a treatment course, hence ineffective in testing drug effectiveness.

The opinions of physicians and drug experts were controversial about the ethics of gift premiums and gift giving. All the physicians interviewed guaranteed that gift premiums can never influence or control their prescription-writing decisions, 76% of physicians guaranteed that they are not forced to reciprocate.

Gifts somehow and this implies that gifts do not possess reward power over prescriptions. Physicians also supplemented that gifts such as office sets and wall clocks, act as good reminders of the drug and the representatives' visit. Finally, 60% of the physicians felt it was ethical to accept gifts, such as office sets and conference invitation. And they all agreed that medically oriented presents are ethical and highly acceptable in comparison to non-medical and extravagant presents.

Conferences and medical meetings

Both physicians and drugs specialists agreed that it is ethically and socially justifiable that drug companies sponsor and finance international and national medical meetings and conferences to make transferring knowledge easier, physicians added, further, doctors said that validity of speakers boosts the effectiveness and influence of medical meetings and conferences, physicians added socially responsible pharmaceutical sponsorship young doctors' participation in conferences, medical meetings, and CMEs to improve their educational level and grant them wider access to experts in their specialty.

Ethical problems associated with Pharmaceutical Marketing

Pharmaceutical promotion activities are leading the way for a great deal of public attention and a great deal of argument is founded on how pharmaceutical promotion influences the behavior of doctors. Two opposing schools of thought have been at the forefront of argument over the topic. The first is the notion held by public policy groups and consumer groups who predominantly make up the groups against pharmaceutical promotion.

They assert that practices of promoting drugs have adverse impacts on the health of patients as they are attributed to escalating public spending on healthcare and rising prices of drugs. Medical representatives and other promotional influences are also found to be playing a major role in influencing doctors towards prescribing costly branded drugs over low-priced generic equivalents of the same effectiveness.

Chain of Pharmaceutical Market

Pharmaceutical distribution channel is indirect with normally three channel members i.e. depot/C&F, Stockiest and Chemist.

Pharmaceutical companies appoints a single company depot or C&F agent generally in each state and approved stockiest in each district all over the country. Company depot/C&F dispatches stocks to approve stockiest as per the requirement.

Retail chemists buy medicines on weekly daily basis from stockiest on demand. Patients go to chemists to buy medicines either prescribed by doctor or advertised in media.

India in Pharmaceutical Marketing

Indian Pharmaceutical market is the 4th largest in the world in terms of volume (8% of total) and 13th largest in terms of value (less than1%of global total).

Over the past 40 years or so, the Indian pharmaceutical industry saw sudden development and growth. From being only a quantity of Rs.10core in 1947, the industry registered a sales turnover of about US $ 5.5 billion in 2004 with a growth rate of around17% per annum. The elastic provisions of the Patent Act of 1970 and other enabling policies of the Government of India played an important role in the growth and development of this industry. Given the role of public policies in determining the existing industry structure this chapter, briefly overviews the major policy developments that have taken place in this industry and also examines the current changes in the industry structure and the changing behavior of firms in responding to policy developments.

The Evolution of the Indian Drug and Pharmaceutical Industry

Historical evolution of Indian Pharma industry can be labeled into four grand phases. Period from 1850 to 1945 is the first. Period from 1945tothelast decade of 1970 is the second. Third developmental period is the first decade of 1980s to the early 1990s, and the fourth is from the first decade of 1990s to the date.

The history of the Indian Drug and Pharmaceutical Industry is a fascinating journey guided by policy decisions, global trends, scientific progress, and an emphasis on cost-effective healthcare. This is a summary of its evolution in phases:

Pre-Independence Era (Before 1947)

- Governed by foreign multinational companies (MNCs) like Burroughs Welcome, Glaxo, and Pfizer.
- India was an import hub for drugs.
- No significant domestic production or R&D.

2. Early Post-Independence (1947–1970s)

- Government focus on health care self-reliance.
- Establishing public sector undertakings (PSUs) like Hindustan Antibiotics (1954) and Indian Drugs and Pharmaceuticals Ltd (IDPL) (1961).
- Dependence on foreign companies for bulk drugs and formulations.

3. Patent Act 1970 – Game Changer

- A turning point: India eliminated product patents for pharma (process patents only allowed).
- Indian companies could reverse-engineer medicines and develop alternative processes.
- Development of Indian pharma players like Cipla, Ranbaxy, and Dr. Reddy's.
- Made essential medicines more readily available, both domestically and internationally.

4. Globalization & WTO Era (1990s–2005)

- 1991 liberalization of the economy opened up India to global markets.
- Increased foreign investment and partnership.
- India joined the World Trade Organization (WTO) in 1995.
- 2005 return of product patents as a means to comply with TRIPS.
- Indian companies began creating generics for export, especially to the US and EU.

5. Era of the Generics Giant (2005–2015)

- Indian pharma acquired the nickname "Pharmacy of the World".
- Focus turned to exports, especially generic drugs, Active Pharmaceutical Ingredients (APIs), and contract manufacturing.
- Big players like Sun Pharma, Lupin, Aurobindo, and Zydus ventured overseas.
- USFDA approval emerged as a major barometer of trust.

6. Era of Innovation, Biotech & Digitalisation (2015–Present)

- Greater focus on biosimilars, specialty drugs, vaccines, and clinical trials.
- Biotech firms (e.g., Biocon) emerged on the scene.
- Increased R&D and digital health investment.
- COVID-19 pandemic (2020) brought India's global relevance into the spotlight — especially with Covaxin (Bharat Biotech) and Covishield (Serum Institute of India).

- Growth of startups in med-tech, digital therapeutics, and online pharma (e.g., PharmEasy).

Key Stats as of 2024

- Over $50 billion industry.
- Exports to over 200 countries.
- Serves 60% of global vaccine demand.
- 3,000+ drug firms and 10,500+ manufacturing units based in India.

List Of Companies In India

Clotrimazole Market Overview

Clotrimazole Market size is expected to grow at a CAGR of6.2% during the forecast period 2024-2030 and reach US$4.2 billion by 2030. The rise in disease incidence and expanding use of clotrimazole in other treatment forms of Diseases are anticipated to propel the growth of clotrimazole market.

Other than that, Rise in the rate of fungal infections due to various reasons, millions of human beings suffer from fungal infection throughout the globe and the increase in their rate has different reasons. Those are increases in the population of aging persons, incidences of occurrence of immune compromised illnesses like HIV/AIDS and diabetes mellitus, wholesale conversion to immune suppressive drug regimens, more intercontinental travel worldwide infecting others with fungal infection, and environmental condition changes that predispose to fungal growth. Organic and natural trend targets also shape the market for clotrimazole, with growing demand for natural and herbal products compared to traditional antifungal drugs. Consumers look for products that are viewed as safer, more skin-friendly, and environmentally friendly. There is, thus, expansion in formulating and marketing clotrimazole products with organic ingredients like tea tree oil, aloe era, and coconut oil.

Clotrimazole Market-Report Coverage:

The "Clotrimazole Market Report Forecast (2024-2030)" by Industry ARC, covers an in-depth analysis of the following segments in the Clotrimazole Market.

COVID-19/Ukraine Crisis-Impact Analysis :

During the COVID-19 pandemic, the Ukrainian clotrimazole market was significantly affected. To start with, there was increased demand for clotrimazole products since people were becoming more hygiene and health conscious, thus producing greater quantities of antifungal drugs. Increased demand was based on fear of fungal infections. Hence, pharmacies and retail shops were unable to meet the demand, resulting in short-term shortages of clotrimazole products in various locations.

The geopolitical developments and instabilities within Ukraine also impacted the Clotrimazole market. There was also a change in consumer behavior and buying habits. Social distancing, limitations on non-essential travel, and fewer outdoor activities reduced the incidence of fungal infections, especially those with communal settings such as public swimming pools and gyms. Therefore, demand for clotrimazole products began to stabilize and even decline in some segments.

Key Take Aways:

North America Dominated the Market

Geographically, for the market share of Clotrimazole, North America is analyzed to have a strong market share of 34% in 2023, It is due to the fact that there is a high incidence rate of a variety of diseases that can be cured with the help of clotrimazole. Science Direct research findings show that, More than70% of the population of the United States would have tinea pedis/athlete foot at some point in their lifetime.

North America has many pharmaceutical firms that produce, sell, and distribute drugs across the world. The availability of these firms ensures the products of Clotrimazole are available and in the market. Asia-Pacific is however expected to be the fastest-growing market with a CAGR of 8.4°A during the forecast period. It is due to the increasing importance of digital/tele health platforms in semi-urban cultures like India that would diffuse the demand for drugs, like Clotrimazole.

Online Pharmacies is the fastest growing segment

In the forecast period, Online Pharmacies segment is projected to rise with a CAGR of 7.8'A. It is because of the increase in digital health-checkup and digital prescriptions that would enable patients to buy medicine at favorable discounts and convenience. This convenience aspect Is highly sought after by those patients who are suffering from chronic diseases and have to keep repeating their medication regularly.

Cream Segment to Hold Largest Market Share

According to the Clotrimazole Market research, Cream segment is expected to hold the maximum market share of 42%in2023,It is because of the enormous convenience of the product. The drug is mostly used to treat fungal or yeast infection such as ringworm, athlete's feet, jock's itch, etc., most of them are treated by cream form since it is convenient to use and store. Such types of contaminations can be treated within7-8days through the application of cream and the patients do not have to consult a doctor in order to use the cream. These key points are expected to have a major role in pushing revenue growth of the segment. Moreover, cream as a locally applied agent has been depended on by patients and doctors because it has an adhesion quality to the skin surfaces. Clotrimazole's cream formulation is usually prescribed to vaginitis patients infecting nearly 23%-29% of the population of the world.

The Widespread Spread of Diseases Such as Vaginitis, Athlete's Foot and Others The Bacterial vaginos is or vaginitis has also been regarded as the most common cause of the vaginal symptoms in two men according to the CDC. The occurrences of the following condition among the U.S. population is estimated to be 21.2 million or 29.2% of women aged between 14 and 49 years. Further, CDC also anticipates the increase in number of cases being greatly associated with an increase in lifetime sexual partners. The median number of lifetime opposite-sex partners reported by women is 4.3 as estimated by the National Center of Health Statistics. Last but not least, prevalence among the African-American population is substantial, bigger compared to among white women. Based on a deadly rise in the aforementioned ethnicity in the region - the market would grow in the projection period.

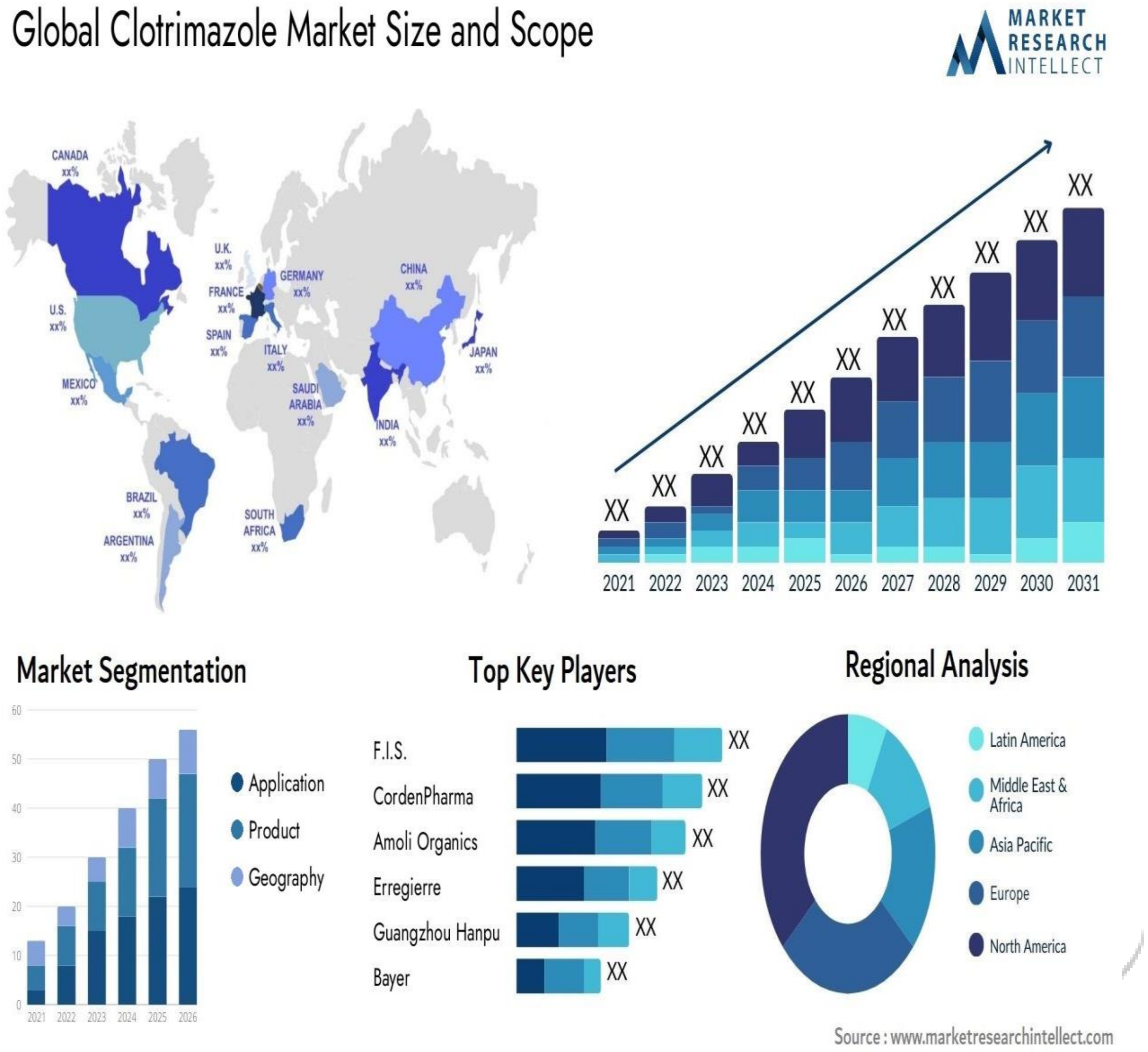
The Growing Application of Clotrimazole in Other Forms of Disease Treatment

Clotrimazole was initially approved for use in fungal therapy. There had been some evidence, however, that the probable use of the drug was as an anticancer drug. The therapeutic target is via inhibition of glycolytic enzymes attached to the mitochondria and calmodul in, depriving cancer cells of their source of energy. Clotrimazole and its derivatives are shown to decrease cancer cell proliferation, induce G1 phase arrest, increase pro-apoptotic factors, and thus induce cell death. The number of newly diagnosed cancer cases in the United States would be approximately 1.9 million according to Cancer.Org. Apart from this, clotrimazole plays a very crucial role in the cases of dermatitis. The prevalence of seborrheic dermatitis globally is about 5°A. Due to all these reasons -the market would offer good prospects.

The Sizable Number of Side Effects and the Availability of a Larger Number of Substitutes in the Segment

As per Mayo Clinic, dizziness or fainting, rapid and irregular heartbeat pounding, excessive thirst and urination and abnormal fatigue are some of the most popular side effects of the use of Clotrimazole. Fluconazole and Diflucan are some of the most popular substitutes for clotrimazole cream. In addition, these substitutes have an alternative delivery mode, the re by increasing the applicative use. For example, flucona2ole is either given in the form of oral powder and tablet or intravenous solution, while Diflucan is mostly given in oral solution and powder. The price per unit of fluconazole is roughly the same as Clotrimazole, which is $1.35 compared to $1.25.

Typical substitutes for clotrimazole cream include fluconazole and Diflucan. In addition, these substitutes have an altered delivery mechanism, there in expanding the applicative use.

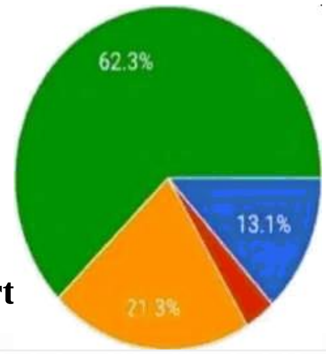


Key Market Players:

Product/Service launches, approvals, patents and events, acquisitions, partnerships and collaborations are among the major strategies adopted by the players in the Clotrimazole Market. Mentioned below is the list of top10 companies of the industry:

Bayer AG; Erregierre SPA; Novartis AG; Amoli Organics Pvt. Ltd.; Guangzhou Hanpu Pharmaceutical Co., Ltd. ;Manus Aktteva Bio pharma LLP; Olon SpA ; Ciron Group ;GSK plc; Actiza Pharmaceutical Pvt. Ltd**.**

As Per Survey Research Data

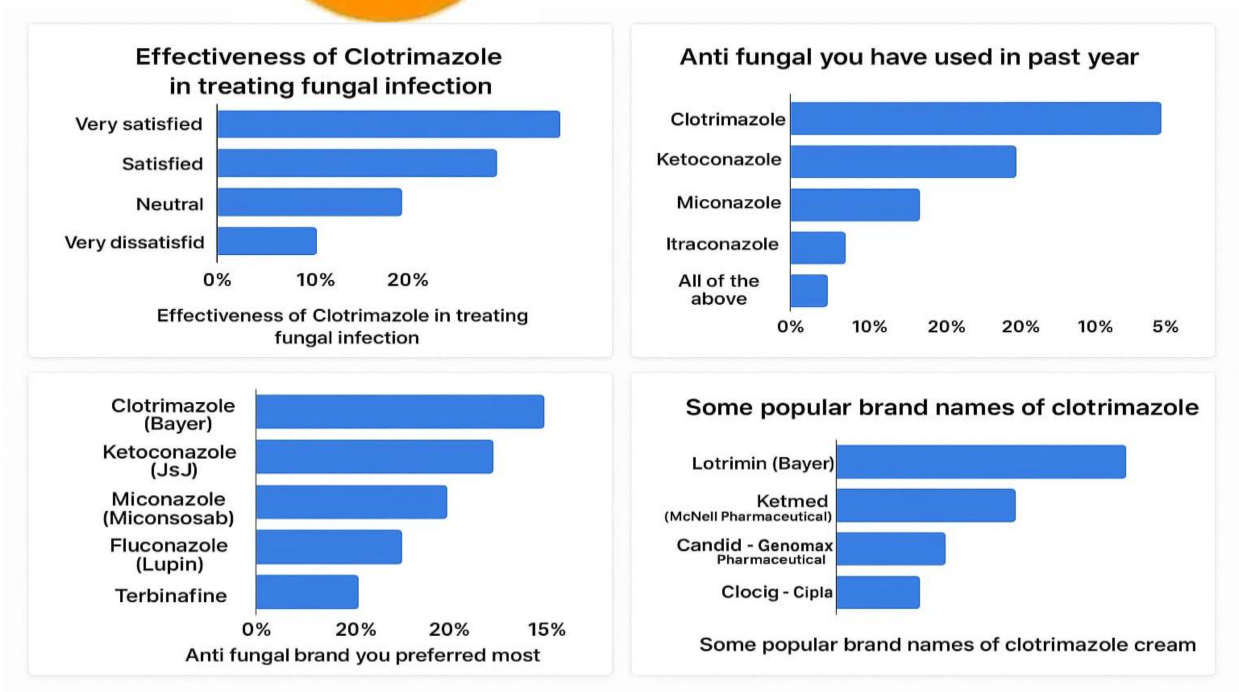


@Lotrimin (Bayer HealthCare Pharmaceuticals)

@Cl0tflmaderm (Janssen Pharmaceuticals.)

@ClocipCiplaLd
@CandidGlenmart Phermaceuticals Ltd

Survey Report



Methodology

- **Survey Type**: Offline/Online questionnaire
- **Sample Size**: 500 respondents
- **Demographics**:
  - Age: 18 – 60+
  - Gender: Male (48%), Female (51%), Other (1%)
  - Region: Urban (60%), Rural (40%)
- **Duration**: March 1 Feb – March 31, 2025

Key Findings

Awareness

- **80%** of respondents had heard of Clotrimazole.
- **65%** were aware it is used to treat fungal infections.
- **20%** mistook it for an antibiotic.

Usage

- **58%** had used Clotrimazole at least once.
    - Of these, **75%** used it as a cream.
    - **20%** used it in powder form.
    - **5%** used other forms (lozenges, vaginal tablets).

Effectiveness

- **70%** of users reported full relief from symptoms within 7 days.
- **20%** reported partial relief.
- **10%** saw little to no improvement.

Side Effects

- **12%** reported mild side effects, including:
    - Itching or burning (8%)
    - Skin irritation (3%)
    - Rash (1%)
- No severe side effects were reported.

Brand vs. Generic

- **45%** used brand-name products.
- **55%** used generic clotrimazole.
- Satisfaction rates were similar across both groups.

Comparison with Other Antifungals

- Compared with miconazole and ketoconazole:
    - **Clotrimazole** was the most preferred (**60%**).
    - Miconazole: **25%**
    - Ketoconazole: **15%**

Conclusion

From our survey we have got a very unusual report of the sales at Naigaj, Politecnic, Shahganj, & Muradpur. On studying the sales report which is based on the nearby localities of Jaunpur shown that, Candid-B (Glenmark) is (Lading brand in Anti-Fungal segment. The other leading brands which were having a good reputed sales are in the following order Cipla (CIocip),Janssen (Clotrimaderm), Bayer Healthcare(Lotrimin),FDC(Zocon).

It indicates that Glenmark being oldest one in the segment, even has the most market share, the remaining companies have the less market share due to their marketing approach or lack of vision for advancement in their marketing. It has been felt & realized by us that, if the nonperforming companies want to increase their market share then they must plan quality product with effective price with stringent marketing plan of action.

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