ANU-SEARCH THE INTERNATIONAL JOURNAL OF PHARMA AND ALLIED SCIENCES

Review Article

([ISSN: xxxx-xxxx] Journal Homepage:https://anusearch-ijpas.com/)

A Survey Review of Azithromycin and Amoxicillin-Clavulanic Acid Segments

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ARTICLE INFO

Received On: 20-11-25

Modified On: 04-05-26

Published On: 17-09-26

DOI: https://doi.org/10.5281/zenodo.20662245

ABSTRACT

This paper reviews the findings of a primary market survey conducted in chikhli, India, focusing on the competitive landscapes for two high-volume antibiotic segments: Azithromycin and Amoxicillin with Clavulanic Acid (Amox/Clav). The analysis reveals two fundamentally different market structures impacting entry strategy. The Amox/Clav segment, dominated by GlaxoSmithKline's (GSK) Augmentin Duo with 38% market share, operates as a stable oligopoly where the retailer promotional incentive is standardized at 20% . In sharp contrast, the Azithromycin market is characterized by high margin sensitivity, offering a validated maximum retailer margin of 25% . Substitution behavior among retailers is driven by a combination of high margin and perceived quality, with

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established brands like Azithral (Alembic) preferred (87% frequency) over the absolute cheapest alternatives . The strategic recommendation is affirmed: entry for a new participant should prioritize the Azithromycin segment, utilizing the maximized 25% retailer margin and standardized therapeutic packaging (3-tablet/6-tablet strips) to secure chemist preference . The review concludes by proposing an extension of this methodology to a non-metropolitan, Tier-II city, Chikhli, Maharashtra, to quantify the influence of localized socioeconomic factors, such as constrained credit cycles and high literacy rates , on brand adoption and competitive promotional effectiveness.

KEYWORDS

Azithromycin, Amoxicillin-Clavulanic Acid, Pharmaceutical Market, Retail Margin, Competitive Strategy

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INTRODUCTION

The Indian pharmaceutical market is characterized by intense price competition and a fragmented distribution network where the retail chemist often plays a pivotal role in brand selection and substitution [1]. Understanding the distinct competitive levers within specific therapeutic segments is essential for successful strategic entry [2]. This paper provides a focused review of a market survey commissioned by Troikaa Pharmaceutical Ltd., analyzing the retail landscape for two critical, high-volume antibiotics: Azithromycin and the combination of Amoxicillin with Clavulanic Acid (Amox/Clav) [3].

These two molecules, while both broad-spectrum antibiotics, serve distinct primary therapeutic purposes and therefore possess divergent commercial dynamics [4]. Azithromycin is commonly prescribed for localized ailments such as throat infections and dry cough, leading to a market that is highly seasonal and reactive to retail promotion during peak demand [4]. Conversely, the Amox/Clav combination is utilized for more complex and severe systemic infections, including

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MATERIALS AND METHODS

The methodology employed for this paper is a structured review of primary market survey findings, combined with secondary literature analysis for future research direction [5].

A.PrimaryDataSource

The core data is derived from a proprietary market survey that gathered quantitative and descriptive feedback from pharmaceutical retailers in Ahmedabad, Gujarat [6]. The original survey focused on benchmarking competitive brand performance [6]. The data points utilized in this review include:

Market Share and Concentration: Analysis identifying the market leadership and the percentage distribution for the top 15 brands in the Amox/Clav 1000mg segment [6].

Promotional Schemes: Tabular data detailing unit-based schemes (e.g., 5+1 or 11+1) and the resulting effective percentage yield (margin) offered to chemists for both Azithromycin and Amox/Clav products [7].

Retailer Preference Scores: Data quantifying the frequency (out of 100 respondents) with which specific substitute brands are recommended by chemists [7].

Strategic Recommendations: The conclusions and recommendations derived

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from the original report, which focus on optimal packaging and margin maximization for a new entrant [8].

B.ReviewandAnalysisFramework

This review synthesizes the primary data using a competitive benchmarking approach, comparing the margin structure and brand valuation across the two antibiotic segments [8]. The review structure follows the conventions of social science research papers (Abstract, Introduction, Discussion, Conclusion) [8]. All assertions regarding market dynamics, promotional benchmarks, and strategic implications are directly supported by citation numbers corresponding to the source data or supporting literature [8]. The review adheres to the stated limitation that the original findings reflect only the opinion and responses of the surveyed chemists in a single metropolitan area [8].

RESULTS

The current findings are constrained by their geographical specificity to a metropolitan area [10]. To enhance the generalizability of these conclusions, future research should be expanded to a Tier-II setting, such as Chikhli, Maharashtra [10]. This comparative study would examine the impact of local socioeconomic factors, including a high literacy rate (89.28%) and the prevalence of non-coastal credit cycles (where microfinance penetration is often below 10%), on retailer trust and promotional sensitivity [10].

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DISCUSSION

, the analysis of substitution preference introduces a critical nuance: simply offering the lowest price does not guarantee success [9]. The brand Uthral (Piramal) is identified as the cheapest comparable molecule, yet it is the least preferred substitute, capturing only 7% of retailer substitution frequency [9]. In contrast, Azithral (Alembic), the market-preferred substitute, commands an 87% preference rate [9]. This confirms that successful substitution requires a balance of high margin and high perceived brand credibility [9]. Retailers prioritize established brands that offer high margins while mitigating the risk of customer dissatisfaction, thereby validating the recommended strategy of maximizing the margin at 25% to compete directly with Azithral [9]

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CONCLUSION

The market survey data definitively validates a differentiated strategic approach [10]. The Amox/Clav segment, stabilized by a 20% margin floor and dominated by GSK's 38% share, is ill-suited for a rapid, margin-led market entry [10]. Conversely, the Azithromycin segment, defined by a 25% margin ceiling, provides a viable avenue for aggressive market penetration [10]. The analysis supports the strategy of entering the Azithromycin market with optimized packaging (3-tablet/6-tablet) and the maximal 25% retailer margin, a combination designed to secure inventory preference and leverage chemist substitution power [10].

The current findings are constrained by their geographical specificity to a metropolitan area [10]. To enhance the generalizability of these conclusions, future research should be expanded to a Tier-II setting, such as Chikhli, Maharashtra [10]. This comparative study would examine the impact of local socioeconomic factors, including a high literacy rate (89.28%) and the prevalence of non-coastal credit cycles (where microfinance penetration is often below 10%), on retailer trust and promotional sensitivity [10]. The region is experiencing rapid growth, moving from a 2011

ABBREVIATIONS

Amox : Amoxicillin

Clav : Clavulanic Acid

FUNDING

self funded

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CONFLICT OF INTERESTS

The author declares no conflict of interest

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HOW TO CITE: Mangesh Nimkarde*, Manish Mali, Pankaj Thakare, Md kaif S Shaikh, Prof Shahebaz Deshmukh, Dr R H Kale, *A Survey Review of Azithromycin and Amoxicillin-Clavulanic Acid Segments*, Anusearch IJPAS, 2026, I(I), Page, Review Article, DOI: https://doi.org/10.5281/zenodo.20662245