

Semaglutide Snapshot - Canada (June 2026)

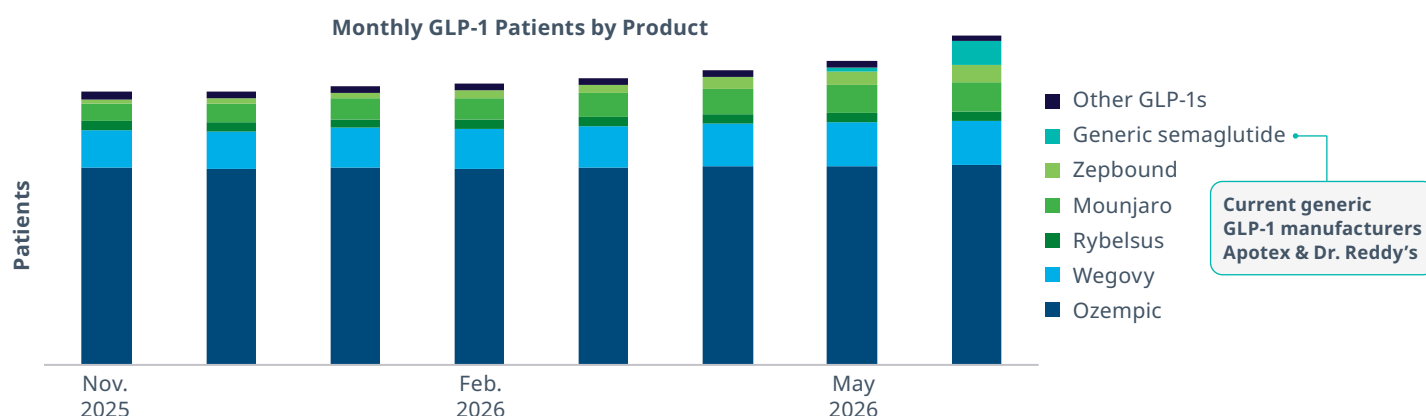
The genericization of semaglutide has attracted significant attention across the pharmaceutical industry. These generic entrants come at a time when patients have more choice than ever for accessing healthcare and receiving their medications, raising new questions around treatment pathways, channel dynamics, and the role of patient support programs.

This document is intended to serve as a resource to provide timely, ongoing insights on the Canadian market as the landscape evolves.

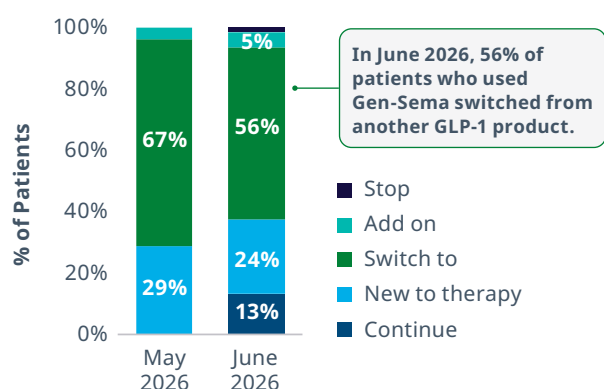
Where are generic GLP-1 patients coming from?

Early data suggest that overall GLP-1 utilization continues to expand, while the newly launched generics have begun to capture a modest share of patients.¹ Ongoing monitoring will help assess whether generic semaglutide drives incremental market growth or primarily shifts patients from existing branded therapy.

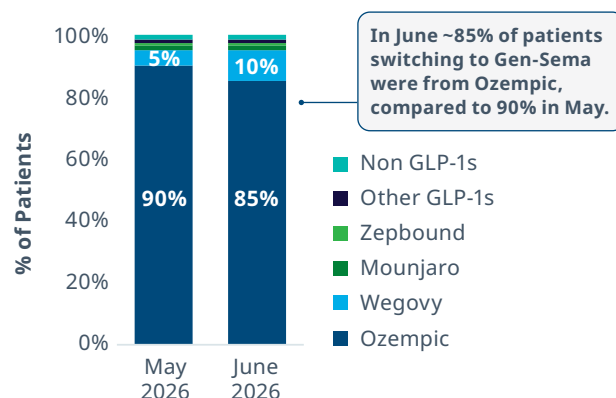
In response to the launch of generic semaglutide products, **Novo introduced the Ozempic Savings Card**, allowing eligible Canadians (excluding Quebec residents) to access Ozempic at a price aligned with generic alternatives.²



What are the generic GLP-1 patient dynamics?



Which patients are switching to generic GLP-1s?



1. IQVIA LRx dataset June 2026 data month (data obscured for publication; data labels <5% are not shown above).

2. Ozempic® Savings Card Program Expanded for Patients with Private Coverage.

<https://www.newswire.ca/news-releases/ozempic-r-savings-card-program-expanded-for-patients-with-private-coverage-852437377.html>

What generic products are expected in the future?

To date, four generic GLP-1 products have been approved, and another seven products have been submitted for review and are awaiting approval. Among the approved products, Dr. Reddy's full semaglutide launch has been delayed due to an active pharmaceutical ingredient issue, while the other three launches remain pending. The table below includes products that have been approved and the top five semaglutide products with the oldest submission dates.

INDICATION	PRODUCT	DOSE (MG)	COMPANY	SUBMISSION ACCEPTED INTO REVIEW	DATE OF CDN APPROVAL	DATE OF LAUNCH
Obesity	Sevmia	1	Apotex	N.A.	06/29/2026	Pending
	Poviztra	0.25, 0.5, 1, 1.7, 2.4	Novo	N.A.	12/22/2025	Pending
T2D	Plosbrio	0.25, 0.5, 1, 2	Novo	N.A.	05/11/2026	Pending
	Semaglutide	TBD	Sandoz	11/2024	N.A.	N.A.
	Semaglutide	TBD	Apotex	04/2025	N.A.	N.A.
	Semaglutide	TBD	Taro Pharmaceuticals	06/2025	N.A.	N.A.
	Semaglutide	TBD	Aspen Pharmacare	08/2025	N.A.	N.A.
	Semaglutide	TBD	Teva	08/2025	N.A.	N.A.

Sources: Health Canada (June 2026), product monographs.

What are stakeholders' opportunities and concerns?

Stakeholders are seeking to understand how one of the most transformative therapeutic classes in recent history will evolve. To address these questions, IQVIA recommends leveraging multiple strategies and data sources.

How much will the GLP-1 market shift with the entry of generic products?

Sources of insights:

- KOL & prescriber expectations regarding future market evolution;
- Analysis of source of business to understand progression across therapy areas and brand vs. generic;
- Historical analogues to infer potential future market dynamics.



What factors, including reimbursement and telehealth access, will drive future uptake of obesity therapies?

Sources of insights:

- Payer (and other subject matter experts) expectations regarding future reimbursement, e.g. via primary market research;
- Telehealth-driven sales trends in the GLP-1 market.



How can we identify, evaluate, and successfully commercialize new indications?

Sources of insights:

- Patient-level data to understand comorbidities and secondary indication opportunities;
- Historical analogues to infer potential uptake of new indications;
- Call reports and other salesforce data reveal the impact of market changes on existing HCP relationships and behaviour.



How should we optimise pricing and commercial strategy to sustain profitability amid generic competition?

Sources of insights:

- Physician and pharmacy prescription level data regarding brand loyalty;
- Patient support and copay program considerations (uptake, ROI, etc.);
- Historical analogues to infer potential pricing dynamics.

