

Analysis of the Product Portfolio and Business Strategy for the Antidiabetic Drug Segment of Mega Lifesciences (Vietnam) Co., Ltd. in Da Nang, 2023-2024

Phân tích danh mục và chiến lược kinh doanh nhóm thuốc điều trị đái tháo đường của Công ty TNHH Mega Lifesciences (Việt Nam) tại Đà Nẵng, năm 2023-2024

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Abstract

Objective: To analyze the current state of business operations and competitive capabilities of the antidiabetic drug segment at Mega Lifesciences (Vietnam) Co., Ltd. in Da Nang City during the period 2023–2024.

Subjects and methods: This analytical study was based on secondary data from monthly and annual reports of Mega Lifesciences (Vietnam) Co., Ltd., including the product portfolio, financial statements, and business performance related to the antidiabetic drug segment in Da Nang from January 1, 2023, to December 31, 2024.

Results: In 2023, with 11 out of 27 products, the antidiabetic drug segment accounted for 85.38% of total revenue (14,574.83 million VND); in 2024, this decreased to 79.01% (8,691.10 million VND) compared to 2023, although the number of products increased by one (12 out of 28 drugs). In 2023, the biguanide group led in revenue at 51.11% (7,449.58 million VND), rising to 71.14% (6,185.17 million VND) in 2024. The biguanide + sulfonylurea combination group saw a revenue decline from 42.02% to 19.66%, while insulin decreased from 4.28% to 2.87%. Oral medications dominated (94.12% in 2023 and 92.94% in 2024), followed by topical sprays (increasing from 1.61% to 4.21%). Newer drugs (DPP-4 inhibitors and SGLT-2 inhibitors) contributed minimally to revenue (0.04% and 0.51%, respectively). Antidiabetic drugs were available in 18 out of 31 hospitals in Da Nang city; the retail channel increased from 10.66% to 19.96%. Perglim M2 led in sales revenue (3,574.06 million VND).

Conclusion: The business performance of Mega Lifesciences (Vietnam) Co., Ltd. in Da Nang City experienced a decline from 2023 to 2024. The company should restructure its business strategy, with a continued focus on leading the market in Da Nang with antidiabetic drugs and next-generation antidiabetic therapies.

Keywords: Antidiabetic drugs, business strategy, Mega Lifesciences, Da Nang

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Tóm tắt

Mục tiêu: Phân tích tình hình hoạt động kinh doanh và khả năng cạnh tranh của phân khúc thuốc điều trị tiểu đường tại Công ty TNHH Mega Lifesciences (Việt Nam) tại thành phố Đà Nẵng, trong giai đoạn 2023–2024.

Đối tượng và Phương pháp: Nghiên cứu phân tích dựa trên dữ liệu thứ cấp từ báo cáo hàng tháng và hàng năm của Công ty TNHH Mega Lifesciences (Việt Nam), bao gồm danh mục sản phẩm, báo cáo tài chính và hiệu suất kinh doanh liên quan đến phân khúc thuốc điều trị tiểu đường tại Đà Nẵng, từ ngày 1 tháng 1 năm 2023 đến ngày 31 tháng 12 năm 2024.

Kết quả: Năm 2023, với 11/27 sản phẩm, phân khúc thuốc điều trị tiểu đường chiếm 85,38% tổng doanh thu (14.574,83 triệu VND); năm 2024, giảm xuống 79,01% (8.691,10 triệu VND) so với năm 2023, mặc dù số lượng sản phẩm tăng thêm một (12/28 thuốc). Năm 2023, nhóm biguanide dẫn đầu doanh thu với 51,11% (7.449,58 triệu VND), tăng lên 71,14% (6.185,17 triệu VND) năm 2024. Nhóm kết hợp biguanide + sulfonyleurea giảm doanh thu từ 42,02% xuống 19,66%, trong khi insulin giảm từ 4,28% xuống 2,87%. Thuốc uống chiếm ưu thế (94,12% năm 2023 và 92,94% năm 2024), theo sau là xịt tại chỗ (tăng từ 1,61% lên 4,21%). Các thuốc mới (chất ức chế DPP-4 và SGLT-2) đóng góp tối thiểu vào doanh thu (0,04% và 0,51%, tương ứng). Thuốc điều trị tiểu đường có mặt tại 18/31 bệnh viện ở thành phố Đà Nẵng; kênh bán lẻ tăng từ 10,66% lên 19,96%. Perglim M2 dẫn đầu doanh thu (3.574,06 triệu VND).

Kết luận: Hiệu suất kinh doanh của Công ty TNHH Mega Lifesciences (Việt Nam) tại thành phố Đà Nẵng giảm từ năm 2023 đến 2024. Công ty nên tái cấu trúc chiến lược kinh doanh, tiếp tục tập trung dẫn đầu thị trường tại Đà Nẵng với thuốc điều trị tiểu đường và các liệu pháp điều trị tiểu đường thể hệ tiếp theo.

Từ khóa: Thuốc điều trị tiểu đường, chiến lược kinh doanh, Mega Lifesciences, Đà Nẵng

1. Introduction

Diabetes mellitus (DM) is currently one of the most prevalent metabolic disorders globally, exhibiting a rapidly increasing incidence of new cases, accompanied by significant socioeconomic burdens and a decline in human resources. The World Health Organization (WHO) projects that by 2030, DM will rank as the seventh leading cause of death worldwide [9]. The rising prevalence of the disease is driven not only by genetic factors but also by contemporary lifestyles characterized by unhealthy diets, physical inactivity, and an escalating rate of overweight and obesity. DM poses increasingly substantial challenges to healthcare systems while exerting pressure on ensuring access to safe, effective, and rational antidiabetic treatments.

In Vietnam, the situation regarding DM is becoming increasingly complex, with an estimated 5 million patients, many of whom remain undiagnosed in a timely manner. DM is showing trends of younger onset and increased prevalence among high-risk groups, such as individuals with obesity and low physical activity. The consequences extend beyond health impacts, encompassing escalating

healthcare costs that strain the national healthcare system and human resources critical for economic development [4].

Meeting the demand for antidiabetic drugs in the Vietnamese market is a priority for numerous pharmaceutical companies, particularly in major cities such as Da Nang, a key economic, healthcare, and educational hub in Central Vietnam, where the prevalence of DM is rising [2]. The market is highly competitive, with intense rivalry among domestic and international companies, necessitating well-suited business strategies for pharmaceutical firms. Over the years, Mega Lifesciences Vietnam Co., Ltd. (MLV) has been a key player in supplying medications, including antidiabetic drugs, in Da Nang and neighboring provinces. While the company has achieved certain business success, to strengthen its position and further expand its market share, MLV requires a comprehensive, evidence-based, and practical analysis of its product portfolio and business strategy.

Research objectives:

- To analyze the operational status of the antidiabetic drug business segment of MLV in Da Nang city during 2023-2024.

- To evaluate the competitive capabilities and internal strengths of MLV in Da Nang city during 2023-2024.

2. Subjects and research methods

2.1. Subjects, location, and timeframe of the study

2.1.1. Subjects of the study

The business operations of the antidiabetic drug segment at MLV during 2023–2024, encompass: the product portfolio, financial reports, business performance reports, and related documents collected from the company and its website: <https://vn.megawecare.com>.

2.1.2. Study location

MLV (6th floor, Kim Son building, No. 18 Phan Thanh Tai street, Hoa Cuong ward, Da Nang city, Vietnam).

2.1.3. Study timeframe

From January 1, 2023, to December 31, 2024.

2.2. Research methods

2.2.1. Study design

The analytical study was based on secondary data from the company’s monthly and annual reports, including information related to the product portfolio, marketing strategies for the antidiabetic drug segment, and other management documents during 2023–2024. Additionally, classic business analysis models such as the Boston Consulting Group (BCG) matrix were applied to classify product groups, and SWOT analysis was used to evaluate strengths, weaknesses, opportunities, and threats.

2.2.2. Data collection methods

The existing enterprise documents, including: the product portfolio, business performance summary reports, financial reports, and management records related to the antidiabetic drug segment were utilized.

2.2.3. Data processing tools

Data were compiled, analyzed, and presented using Microsoft Excel and Microsoft Word.

3. Research results

3.1. Current status of business operations for the antidiabetic drug segment of MLV in Da Nang, 2023-2024

3.1.1. Revenue of the antidiabetic drug segment compared to the total product portfolio

Table 1. Revenue of antidiabetic drugs compared to the total product portfolio

No.	Drug group	2023				2024			
		Qty	%	Value	%	Qty	%	Value	%
1	Antidiabetic drugs	11	40.74	14,574.83	85.38	12	42.86	8,691.10	79.01
2	Other drugs	16	59.26	2,502.31	14.62	16	57.14	2,306.27	20.99
Total		27	100	17,077.14	100	28	100	10,997.36	100

Observations: Antidiabetic drugs are the cornerstone of the product portfolio (40.74%). In 2023, this segment generated 14,574.83 million VND, accounting for 85.38% of total revenue. In 2024, total portfolio revenue decreased to

10,997.36 million VND, with antidiabetic drugs contributing 8,691.10 million VND (79.01%), reflecting a decline of approximately 40% compared to 2023.

3.1.2. Revenue of antidiabetic drugs by active ingredient group

Table 2. Revenue of antidiabetic drugs by active ingredient group

No.	Active ingredient group	2023				2024			
		Qty	%	Value	%	Qty	%	Value	%
1	Biguanide	3	27.27	7,449.58	51.11	2	16.67	6,185.17	71.14
2	Sulfonylurea	3	27.27	143.11	0.98	3	25	135.51	1.56
3	Biguanide + Sulfonylurea	2	18.18	6,124.21	42.02	2	16.67	1,708.42	19.66
4	Insuline	2	18.18	623.55	4.28	2	16.67	248.98	2.87
5	DPP-4 Inhibitor	0	0	0.00	0.00	1	8.33	3.24	0.04
6	SGLT-2 Inhibitor	0	0	0.00	0.00	1	8.33	44.23	0.51
7	Growth factor (Wound healing support)	1	9.09	234.38	1.61	1	8.33	365.55	4.21
Total		11	100	14,574.83	100	12	100	8,691.10	100

Observations: From 2023 to 2024, the biguanide group (Metformine) consistently led in revenue for single-component antidiabetic drugs (2023: 7.449,58 million VND, 51.11%; 2024: 6,185.17 million VND, 71.14%) and combination forms (Biguanide + Sulfonylurea) (2023: 6,124.21 million VND, 42.02%; 2024: 1,708.42 million VND, 19.66%). Other groups:

Insulin decreased from 4.28% in 2023 to 2.87% in 2024; Sulfonylurea increased from 0.98% to 1.56%; the wound healing support group increased from 1.61% (2023) to 4.21% (365.55 million VND) in 2024. The newer drug groups, DPP-4 inhibitors and SGLT-2 inhibitors, began penetrating the market, contributing 0.04% and 0.51% of revenue, respectively.

3.1.3. Revenue of antidiabetic drugs by administration route and cost-effectiveness

Table 3. Revenue of antidiabetic drugs by administration route

No.	Drug group	2023				2024			
		Qty	%	Value	%	Qty	%	Value	%
1	Oral	8	72.73	13,716.90	94.12	9	75.00	8,076.57	92.94
2	Injectable	2	18.18	623.55	4.28	2	16.67	248.98	2.86
3	Other routes	1	9.09	234.38	1.61	1	8.33	365.55	4.21
Total		11	100	14,574.83	100	12	100	8,691.10	100

Observations: From 2023 to 2024, oral medications consistently dominated total revenue (2023: 13,716.90 million VND, 94.12%; 2024: 8,076.57 million VND, 92.94%). Injectable drugs (Insulin) saw a revenue decline (2023: 623.55 million VND, 4.28%; 2024:

248.98 million VND, 2.86%). The topical spray group increased from 234.38 million VND (1.61%) in 2023 to 365.55 million VND (4.21%) in 2024, represented by a single product, EASYEF.

3.1.4. Analysis of purchasing behavior and demand for antidiabetic treatment by customer group

Table 4. Proportion of antidiabetic drugs in essential therapeutic care (ETC) and over-the-counter (OTC) channels in Da Nang city.

Facility type	Antidiabetic drug sales in Da Nang (million VND)			
	2023	%	2024	%
ETC channel	13,020.90	89.34	6,956.18	80.04
OTC channel	1,553.93	10.66	1,734.92	19.96
Total	14,574.83	100	8,691.10	100

Observations: The ETC channel accounted for the majority of antidiabetic drug revenue in 2023–2024 but showed a declining trend (from 89.34% to 80.04%). Meanwhile, the OTC channel, although contributing a smaller share, nearly doubled in proportion (from 10.66% to 19.96%). This shift was influenced by the

conclusion of the Da Nang Department of Health tender in November 2023, which limited the availability of drugs covered by insurance. As a result, patients with chronic conditions had to purchase medications through OTC channels to continue treatment while awaiting subsequent tender results.

Table 5. Sales of antidiabetic drugs at hospitals in Da Nang city, 2023-2024

Healthcare facility	Sales (million VND)			
	2023	%	2024	%
Hospital C	329.43	2.26	920.38	10.59
Orthopedic Hospital	24.57	0.17	43.43	0.50
Oncology Hospital	54.76	0.38	164.29	1.89
Hospital 199	241.78	1.66	80.00	0.92
Hospital C17	378.06	2.59	1,004.80	11.56
Da Nang Hospital	398.28	2.7	881.43	10.14
Hoan My Hospital	357.85	2.45	218.46	2.51
Tam Tri Hospital	358.74	2.46	255.40	2.94
Phuoc An Clinic	888.22	6.09	0	0
Cam Le Hospital	2,563.84	17.59	808.42	9.30
Hai Chau Hospital	3,147.11	21.59	57.14	0.66
Hoa Vang Hospital	286.42	1.96	290.62	3.34
Lien Chieu Hospital	575.77	3.95	1,200.69	13.82
Ngu Hanh Son Hospital	658.67	4.52	212.57	2.45
Son Tra Hospital	710.07	4.87	447.43	5.15
Psychiatric Hospital	0.69	0.01	1.37	0.02
Thanh Khe Hospital	1,636.91	11.23	266.21	3.06

Healthcare facility	Sales (million VND)			
	2023	%	2024	%
Family Hospital	17.52	0.12	103.54	1.19
Clinics, Pharmacies	1,553.93	10.66	1,734.92	19.96
Total	14,574.83	100	8,691.10	100

From 2023 to 2024, the antidiabetic drug segment experienced a significant revenue decline of 40%, from 14,574.83 million VND to 8,691.10 million VND. However, revenue increased in 18 out of 31 hospitals (58.0%), with notable growth at Lien Chieu Hospital (from 3.95% to 13.82%) and Psychiatric Hospital (from 0.01% to 0.02%). Conversely, significant declines were observed at some hospitals, such

as Hai Chau Hospital (from 21.59% to 0.66%) and Hospital 199 BCA (from 1.66% to 0.92%), while Phuoc An clinic ceased purchasing MLV drugs in 2024 (from 6.09% to 0%). The retail channel showed growth, with antidiabetic drug sales rising from 1,553.93 million VND (10.66%) in 2023 to 1,734.92 million VND (19.96%) in 2024.

3.2. Competitive capabilities and internal strengths of MLV in Da Nang, 2023–2024

Table 6. Comparison of sales of two bioequivalent drugs that won bids at hospitals in Da Nang, 2023-2024.

No.	Hospital	Dianorm-M (Gliclazid + Metformin)			Melanov-M (Gliclazid + Metformin)		
		Quantity	Value (million VND)	%	Quantity	Value (million VND)	%
1	Da Nang Hospital	23,400	78.39	3.01	55,200	206.89	8.96
2	Hai Chau Hospital	84,000	281.40	10.81	-	-	-
3	Thanh Khe Hospital	286,000	958.10	36.81	78,000	292.34	12.66
4	Lien Chieu Hospital	36,000	120.60	4.63	24,000	89.95	3.90
5	Cam Le Hospital	22,068	73.93	2.84	11,036	41.36	1.79
6	Son Tra Hospital	30,000	100.50	3.86	27,000	101.20	4.38
7	Ngu Hanh Son Hospital	150,000	502.50	19.31	24,000	89.95	3.90
8	Hoa Vang Hospital	57,600	192.96	7.41	48,000	179.90	7.79
9	Hospital 199	14,400	48.24	1.85	7,800	29.23	1.27
10	Hospital C17	49,392	165.46	6.36	316,996	1,188.10	51.46
11	Transportation Hospital	24,000	80.40	3.09	24,000	89.95	3.90
Totals		776,860	2,602.48	100	616,032	2,308.89	100

Table 7. Sales of Perglim M2 that won bids at hospitals in Da Nang, 2023–2024

No.	Hospital	Perglim M2 (Glimepirid + Metformin SR)		
		Quantity	Value (million VND)	Percent (%)
1	Da Nang Hospital	11,000	33.00	0.92
2	Hai Chau Hospital	240,000	720.00	20.15
3	Thanh Khe Hospital	114,400	343.20	9.60
4	Lien Chieu Hospital	72,000	216.00	6.04
5	Cam Le Hospital	466,852	1,400.56	39.19
6	Son Tra Hospital	7,200	21.60	0.60
7	Ngu Hanh Son Hospital	192,000	576.00	16.12
8	Hoa Vang Hospital	37,200	111.60	3.12
9	Hospital 199	14,400	43.20	1.21
10	Hospital C17	33,900	101.70	2.85
11	Transportation Hospital	2,400	7.20	0.20
Total		1,191,352	3,574.06	100

Observations: Perglim M2 achieved the highest revenue (3,574.06 million VND), surpassing Dianorm-M (2,602.48 million VND) and Melanov-M (2,308.89 million VND). Revenue was distributed evenly across Cam Le Hospital (39.19%), Hai Chau Hospital (20.15%), and Ngu Hanh Son Hospital (16.12%), mitigating dependency risks. Mega demonstrated weak competitiveness at Hospital C17 and Da Nang Hospital, where Melanov-M held a dominant position.

4. Discussion

4.1. Current status of business operations for the antidiabetic drug segment of MLV in Da Nang, 2023–2024

4.1.1. Revenue of the antidiabetic drug segment in total revenue

The antidiabetic drug segment serves as the cornerstone of MLV's product portfolio in Da Nang, reflecting the growing demand for diabetes treatment in Vietnam and aligning with the global trend of increasing type 2 diabetes prevalence [10].

The revenue decline in 2024 was not due to unsuccessful bidding but rather the expiration of the Da Nang Department of Health's tender in November 2023, which disrupted procurement by public hospitals. This was compounded by changes in tender policies and intense price competition from generic drugs, exerting significant pressure on companies reliant on public healthcare facilities.

To improve business performance, MLV has adapted its strategies by expanding distribution to private hospitals, clinics, and retail pharmacies. Additionally, the company has increased efforts to organize workshops to introduce its products to healthcare professionals, emphasizing clinical efficacy to maintain brand recognition and optimize distribution strategies.

4.1.2. Revenue of antidiabetic drugs by active ingredient group

The shift in revenue structure reflects both challenges from tender regulations and opportunities driven by market demand. The

biguanide group maintains its strength due to its cost-effectiveness and support from health insurance, but the decline in revenue from the biguanide + sulfonyleurea combination highlights MLV's dependence on public healthcare tender channels. To enhance business outcomes, beyond prioritizing flagship products, the company should focus on private healthcare facilities to offset revenue losses. Greater efforts are needed to promote the potential of newer antidiabetic drugs (DPP-4 and SGLT-2 inhibitors) to physicians and patients to develop effective marketing strategies in an increasingly competitive landscape [6]. Additionally, the company should pay attention to the wound healing support group, addressing a serious complication of diabetes [2].

4.1.3. Revenue of antidiabetic drugs by administration route and cost-effectiveness

Oral medications dominate MLV's portfolio, reflecting patient preference for outpatient treatment and avoiding complexities such as cold storage requirements or intricate injection techniques, which limit use at primary healthcare levels. Although total revenue from Insulin decreased due to factors from public hospital channels, the Insunova G Pen, a convenient injectable insulin, has shown positive signals in contributing to improved revenue in private healthcare facilities, particularly for patients with severe conditions [10].

The topical spray group (priced at 2,300,000 VND per bottle, used for 2–3 weeks) is increasingly favored for managing diabetic foot complications due to its high safety profile, with an estimated 15% complication rate in chronic patients [2]. This growth aligns with global trends toward comprehensive diabetes care [1].

4.1.4. Analysis of purchasing behavior and demand for antidiabetic treatment by customer group

Total revenue decreased from 14,574.83 million VND in 2023 to 8,691.10 million VND in 2024, primarily due to the tender disruption by the Da Nang Department of Health in November 2023, with new tenders expected in July 2025. Nevertheless, 18 out of 31 hospitals recorded revenue growth, confirming stable demand for diabetes treatment. District-level hospitals such as Lien Chieu Hospital (3.95% to 13.82%), Hospital C17 (2.59% to 11.56%), and Hospital C (2.26% to 10.59%) saw growth due to national centralized tenders and supplementary bids. These facilities primarily serve health insurance patients, who account for approximately 70% of diabetes consultations in Da Nang, favoring cost-effective drugs like Panfor SR [5].

Conversely, major hospitals like Hai Chau Hospital (21.59% to 0.66%), Cam Le Hospital (17.59% to 9.30%), and Thanh Khe Hospital (11.23% to 3.06%) were heavily impacted by tender disruptions, reducing the supply of flagship products. The private clinic and pharmacy channel, which grew from 1,553.93 million VND (10.66%) to 1,734.92 million VND (19.96%), reflects the convenience-driven preferences of self-paying patients. Private hospitals like Hoan My and Tam Tri show increasing demand for personalized treatments with DPP-4 and SGLT-2 inhibitors [1, 8].

Digitalization is significantly influencing purchasing behavior, with patients increasingly seeking information via social media or purchasing through online pharmacies (e.g., Long Chau, Pharmacy, An Khang). However, MLV has limited presence in these retail chains. To capitalize on opportunities, the company should: (1) conduct patient surveys to identify factors influencing private healthcare channel choices (price, consultation, convenience); (2) invest in digital marketing through Google, Zalo, and Facebook ads to reach younger

patients and pharmacists; (3) organize workshops at district hospitals to promote newer drugs. These strategies will help MLV meet diverse demands and strengthen its position in a competitive market.

4.2. Competitive capabilities and internal strengths of MLV in Da Nang, 2023–2024

4.2.1. Market position of Mega Lifesciences in the antidiabetic drug segment

With revenue of 3,574.06 million VND, Perglim M2 outperformed Dianorm-M (2,602.48 million VND) and Melanov-M (2,308.89 million VND) (Tables 6 and 7). Revenue was evenly distributed across Cam Le Hospital (39.19%; 1,400.56 million VND), Hai Chau Hospital (20.15%; 720 million VND), and Ngu Hanh Son Hospital (16.12%; 576 million VND), reducing dependency risks, unlike Melanov-M, which relied heavily on Hospital C17 (51.46%; 1,188.1 million VND).

However, MLV competes weakly at Hospital C17 (101.7 million VND) and Da Nang Hospital (33 million VND), where Melanov-M dominates, and in the newer drug segment (DPP-4, SGLT-2), where Merck Sharp & Dohme (MSD) (Janumet 50/100mg) and Boehringer (Trajenta) lead in private healthcare channels. A Porter's Five Forces analysis indicates:

- Industry rivalry: High, with competition from Sanofi, Boehringer, and domestic companies like Hau Giang Pharmaceutical, particularly in the generic segment [3, 7].

- Customer bargaining power: High in public hospitals due to centralized tenders, but low in private healthcare, where patients prioritize convenience.

- Threat of substitutes: High, with low-cost domestic generics (2,000 VND/tablet) challenging Perglim M2.

- Supplier bargaining power: Low, due to long-term import contracts from Thailand/Australia.

- Threat of new entrants: Moderate, due to regulatory barriers in tendering.

To strengthen its position, MLV should: (1) invest in DPP-4/SGLT-2 inhibitors, targeting a 5% revenue increase in private healthcare channels within 12 months; (2) enhance tender profiles to boost revenue at Hospital C17 to 200 million VND within 6 months by leveraging Perglim M2's clinical benefits; (3) implement Google Ads (500 million VND, 6 months) to reach private healthcare channels, aiming for 25% revenue from these channels by 2026. These strategies will help MLV maintain its generic market share (~40–50%) and expand in a market growing at 7.8% annually [3].

5. Conclusion

The antidiabetic drug segment remains a core driver of MLV's revenue in Da Nang, despite an overall decline from 2023 to 2024 primarily due to tender disruptions. Key groups like biguanides and oral medications dominate, while newer therapies and retail channels show growth potential amid shifting market demands.

To sustain competitiveness, MLV should prioritize strategic reconstruction, including diversification into private healthcare, promotion of innovative drugs, and digital marketing initiatives. Addressing dependencies on public tenders and enhancing analytical frameworks like BCG and SWOT will further support long-term market leadership in antidiabetic therapies.

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