

# **MARKETING RESEARCH OF ANTIHISTAMINE MEDICATIONS FOR ALLERGY TREATMENT**

Al-Rkapa Mohammed Tawfiq, Zhadko S.V.

The National University of Pharmacy, Ukraine, Iraq

svzhadkopharm@gmail.com

**Introduction.** Nowadays, allergy is considered one of the «diseases of civilization» because of its prevalence throughout the world and the variety of clinical forms and manifestations. The manifestations of allergic diseases create not only discomfort for the patient, but also lead to constant stress, depression and disruption of normal lifestyle. Over 20% of people in developed countries (the US, Germany and France) have expressed forms of allergic diseases and about 60% of the population suffers from temporary manifestations of allergy. According to estimates of the World Health Organization, allergic diseases will possess the first place in the structure of morbidity in the near future.

High prevalence and chronic character of allergic diseases, and presence at the market a large number of antihistamines of all three generations of domestic and foreign production make this market segment interesting in terms of research the power of trademarks of drugs. Antihistamine medications play an important role in the treatment of allergies. At the modern pharmaceutical market of Ukraine there is a lot of domestic and foreign antihistamines of all three generations, 17 international nonproprietary names produced by 64 manufacturers from 17 countries of the world in a wide range of prices.

**Aim.** The aim of this study is to assess market position of trademarks of antihistamine drugs using the price premium indicator.

**Materials and methods.** We used the data of the State Register of drugs by the State Expert Center of the Ministry of Healthcare of Ukraine, namely and the pharmaceutical market audit data of the system «Pharmstandart» by the company «Morion».

Results and discussion. At the Ukrainian pharmaceutical market 21 trade names of loratadine drugs for system application are presented (31 assortment positions of products considering types of dosage form, dosage and number of doses per pack). Among them, there are 16 assortment positions by domestic production and 15 assortment positions by foreign production. We have calculated the average retail price for each brand of loratadine by dividing the sales of each brand in monetary terms by the number of drug packages. We also calculated the weighted average market retail price of loratadine tablets packaging in terms of 10mg №10. It was 12.75 grivnas. We accepted that loratadine drugs that do not have known, "untwisted" brand name or have little marketing support in the distribution channels, will be sold at a lower price. Drugs for which effective marketing activities are carried out in order to create a strong trade mark and then turning it into a brand can be sold at a higher price, which includes a price premium for manufacturer and distribution channels of the drug.

The highest level of additional sales at the loratadine market belongs to the trade mark Claritin (9.8 million grivnas). It is formed by combining a high price premium and significant drug sales in physical terms (over 470 thousand packs). Domestic drugs Loratadine (Pharmak) and Loratadine (Kyivmedpreparat) lead in the number of packages sold in this market segment (over 1.4 million and 786 thousand packs respectively). But taking into account fact that these trademarks have negative value of price premium, additional sales are also negative (-5687.54 and -689.62 million grivnas respectively). The analysis showed that the negative value of additional sales is typical for most domestic trademarks of loratadine. This leads to a decrease in cash flow and profits of domestic production pharmaceutical companies and pharmacies and non-fully market potential of these trademarks. Thus, the calculation of the price premium on the example of antihistamines to treat allergies shows the importance and benefits of brands in the pharmaceutical market.