

# MARKETING ANALYSIS OF THE MARKET OF ANTIMICROBIAL MEDICINES USED IN OPHTHALMOLOGY

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**Introduction.** Eye Injury or just getting an infection in the eye often causes contamination of the organ of vision, requiring the use of antibiotics.

Market monitoring task of ophthalmic antimicrobial medicines is an urgent task in the context of increasing strains of microorganisms resistant to antibiotics and in connection with it of ineffectiveness certain drugs.

**Aim.** To research market of ophthalmology antimicrobial medicines in Ukraine.

**Materials and methods.** The research objects were the data of the State Register of Medicinal Products and ATC code. The methods of information retrieval and marketing analysis were used.

**Results and discussion.** According to the ATC classification system all medicines used for the treatment of eye diseases are a group of S - «Sensory organs» and form group S01- «Ophthalmologicals». Antiinfectives form S01A- "Antimicrobials" subgroup, and included in the subgroup S01S - "Combination pharmaceuticals products containing an antimicrobial and anti-inflammatory medicines." The latter subgroup form medicines S01C A- «Corticosteroids in combination with antimicrobials." Directly subgroup S01A are 5 pharmac-therapeutic groups (S01A A- «Antibiotics», S01A B- «Sulfanilamides», S01A D- «Antiviral medication», S01A E- «Flyuorokvinolons», S01A X- «Other antimicrobials") and 13 positions of pharmaceuticals product. A group S01A E- «Flyuorokvinolons", which consists of 5 items of medicines is the greatest weight.

According to the State register of medicines, as of January 1, 2016, 21 trade names of antimicrobial agents used in ophthalmology registered in Ukraine. Of these, a group of antibiotics are only 4 drug. 18 trade names are presented in the form of eye drops, which is a significant market share (85.7%) and only three positions are shown in the form of ointments.

The range of antimicrobial medicines for ophthalmology is formed mainly due to foreign-made products (62.1%), while the share of domestic products is 37.9%.

**Conclusions.** The range of ophthalmic antimicrobial products is not enough in Ukraine. There are many flyuorokvinolons foreign production and the market is very little development in the form of eye ointments, which can not meet the demand in full. It is only 3 drugs with tetracycline, ofloxacin and bibrokatol that can not meet the demand in full.