

RESEARCH OF THE OFFERS OF ANTIPRURITIC MEDICINES IN THE PHARMACEUTICAL MARKET OF UKRAINE

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Introduction. Skin diseases are on the fourth place among the reasons of non-fatal diseases. The prevalence of skin diseases in the world isn't identical; it depends on the region and fluctuates within 14-50% (the average value of prevalence makes about 25% of the general population).

A big group of dermatoses (allergic dermatitis, eczema, neurodermatitis, atopic dermatitis, urticaria) is caused by a sensitization – hypersensibility of an organism. Antipruritic medicines have a symptomatic effect, reducing the itching sensation in the skin, and are often used for self-medication, that has caused the choice of the direction of our research.

Aim. Research of offers of antipruritic medicines in the pharmaceutical market of Ukraine.

Materials and methods. During the research we used data from the information retrieval system «State Register of Medicines in Ukraine» and the reference book «Compendium 2015 – Medicines». The analytical, statistical methods and methods of marketing analysis were applied.

Results and discussion. The assortment of antipruritic medicines (D04A) at the pharmaceutical market of Ukraine (as of March, 2016) is presented by 11 trade names, taking into account the pharmaceutical forms and without dosages.

The subgroup of antihistaminic medicines (D04AA) is presented by 4 import preparations («Fenistil gel», «Fenistil emulsion», «Psilo-balzam®» and «Dermadrin»); the subgroup of topical anesthetics (D04AB) – 1 import preparation («Lidocaine») and 1 domestic preparation («Lidokain-Zdorovye»), the subgroup of other means (D04AX) – 4 import preparations («Zolota zvezda®», «Zvezdochka» in the form of balm and liquid balm, «Irikar») and 1 domestic preparation («Menovazan»).

Conclusions. According to results of the analysis established that imported antipruritic medicines constituted 81.8% (9 trade names) of the total number of medicines in this group in the Ukrainian market and presented by 7 producers from 5 countries (a share of domestic medicines – 18.2% respectively). The results of the analysis define low economic availability and demonstrate the dependence of the Ukrainian pharmaceutical market from imports.