

**MARKETING ANALYSIS OF THE ASSORTMENT
OF TOPICAL MEDICINES OF THE TREATMENT
OF MUSCULOSKELETAL DISEASES IN UKRAINE**

Bendijour I., Kriukova A., Konovalenko I.

National University of Pharmacy, Kharkiv, Ukraine

kriukova92@gmail.com

In the structure of the causes of temporary disability, the pathology of the musculoskeletal system takes the second place after respiratory diseases. In Ukraine, joint diseases in the structure of non-infectious pathology occupies the third place after the pathology of the circulatory system and tumor neoplasms. Up to 2 % of the world's population suffers from articular pathology such as arthritis, about 10 % of the world's population is affected by arthrosis.

The main drugs used to treat diseases of the musculoskeletal system are analgesic and anti-inflammatory drugs. Clinical experience proves that the plant products are a worthy alternative to synthetic drugs. Some of the advantages of herbal remedies over synthetic drugs include: natural and safe, affordable, fewer side effects: while all medications have the potential to cause side effects, herbal remedies are generally less likely to cause adverse reactions than synthetic drugs.

The aim of our work the analyze the range of topical medicines for the treatment of musculoskeletal diseases at the pharmaceutical market of Ukraine. Analyze their composition, dosage forms, and manufacturers preparations.

According to the anatomical therapeutic chemical classification system, drugs that affect the musculoskeletal system, are divided into the following groups:

- M01 – anti-inflammatory and antirheumatic medicines;
- M02 – topical medicines for joint and muscle pain;
- M03 – muscle relaxers;
- M04 – medicines used to treat gout;
- M05 – medicines used to treat bone diseases;
- M09 – other medicines that used in case of pathology of the musculoskeletal system.

In group M02 – topical medicines for joint and muscle pain, there are 91 trade names. The researched range of drugs indicates that drugs on the pharmaceutical market of Ukraine are represented by foreign production (51 %) and Ukrainian (49 %) in almost equal proportions. Among foreign manufacturers, the largest market share is occupied by German manufacturers (27 %). Also, a significant market share is occupied by India – 16 %, USA – 9 %, Switzerland – 9 %, Great Britain 7 %, Latvia 7 % (fig. 1).

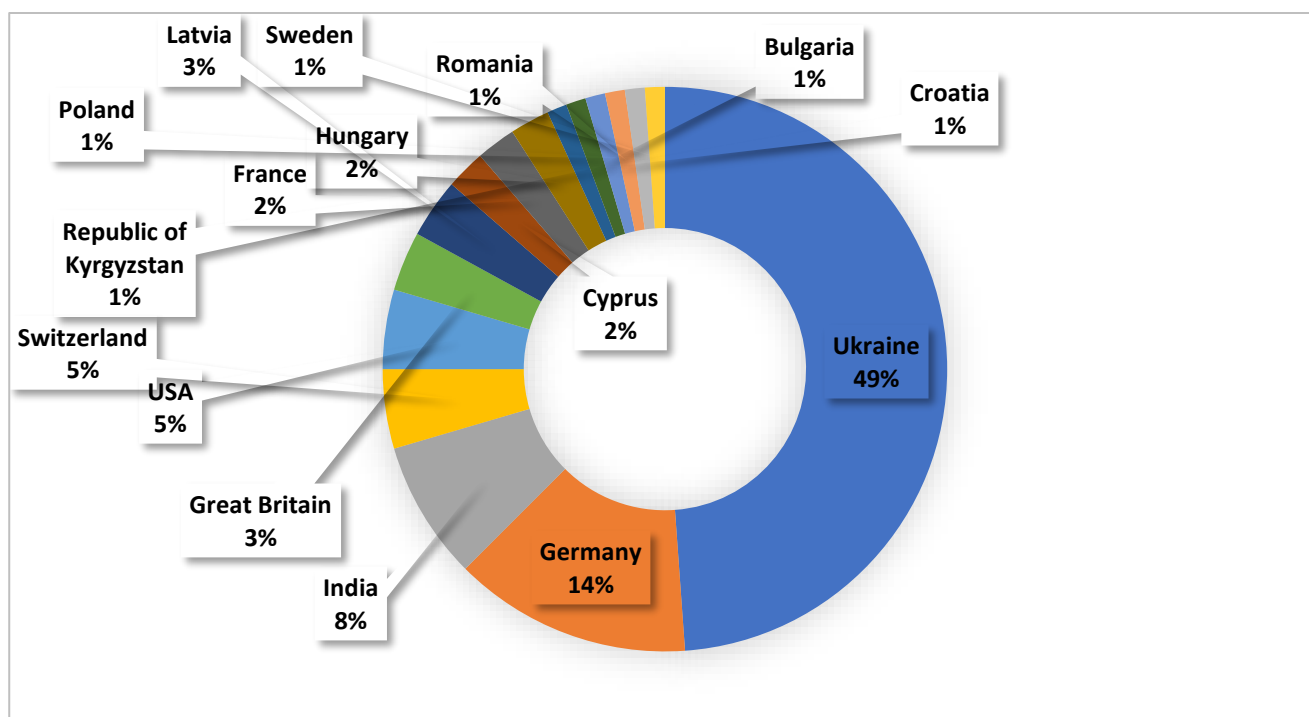


Fig. 1. Distribution of researched group of drugs of foreign manufacturers

The analysis conducted of the range of drugs by dosage form, it was found that the majority of drugs are produced in the form of a gel – 46 %, ointments are in second place – 26 %, skin solutions for local application 14 % of the range (Fig. 2).

The popularity of the dosage form of gels is due to a number of advantages of this dosage form: ease of application to the surface, prolonged action, the possibility of including chemically incompatible substances in the composition. Therefore, despite the large range of drugs in the form of gels, this dosage form is relevant in the development of new drugs [18].

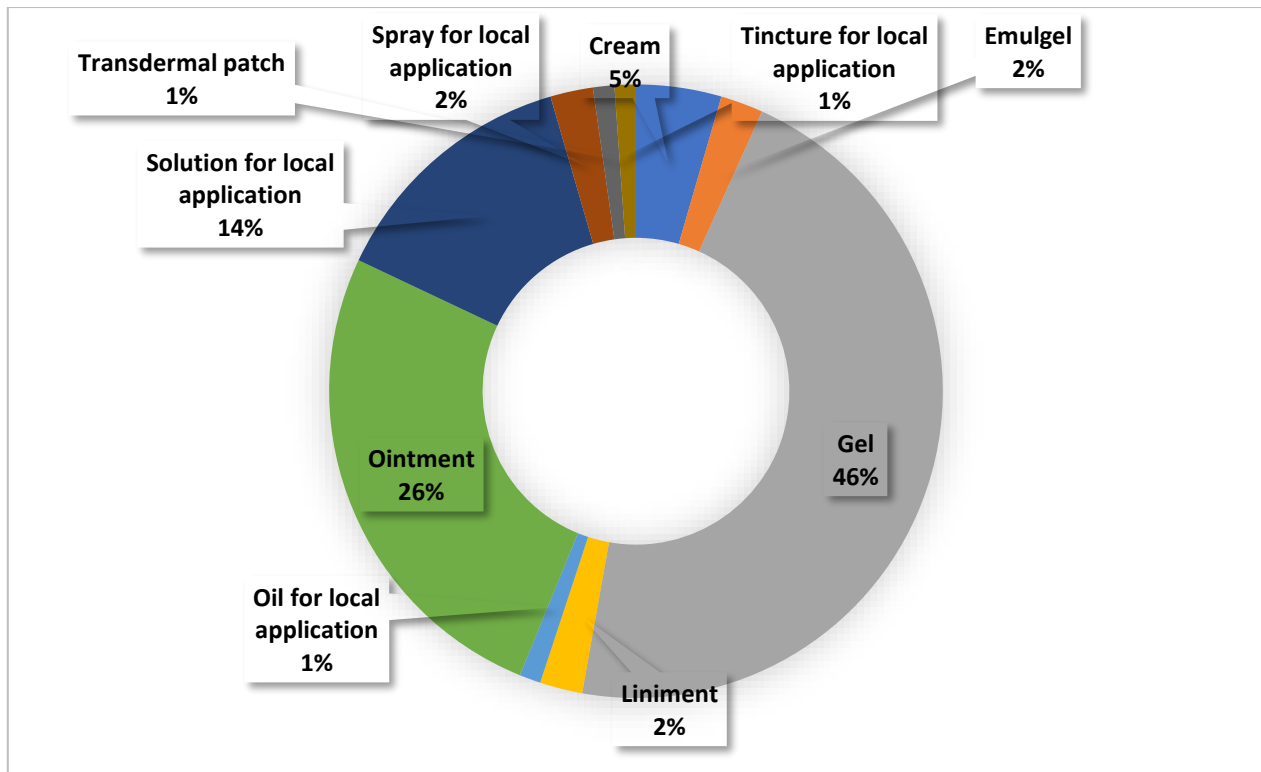


Fig. 2. Distribution of researched group of drugs by dosage form

Analysis of the product range by component composition, found that the main part of the drugs contains in own composition (65 %) the active component of the synthetic origin, herbal preparations store only 20 % of the entire range, homeopathic preparations – 5 %, complex preparations – 10 %.

As the study showed, the total assortment of topical medicines for joint and muscle pain 91 trade names. Among the medicinal forms almost half (46 %) falls on the share of gels. Among topical medicines there are also medicinal herbal remedies in the form of ointment, skin solutions for local application and etc. Based on the results of the research compositions this group of drugs, it should be noted that the range of herbal medicines is insufficient. That is, the development of new herbal remedies for the treatment of musculoskeletal diseases is a relevant task.