

MARKETING RESEARCH OF PHARMACEUTICAL MARKET OF THE ANTIHISTAMINES FOR SYSTEMIC USE

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Today an allergy is a global medical and social problem of civilization. Its prevalence is increasing worldwide every year, and approximately doubled every 10 years.

According to the data of World Health Organization an allergy is the third highest rate of morbidity among other nosology. If this trend continues, then by 2015, a half of the residents of the European continent will feel the impact of this disease. According to data of world statistics, allergic diseases reached on average 10% of the globe.

The purpose of our study is the marketing research of the Ukrainian market of antihistamines for systemic use.

We analyzed the assortment of group medicines R06A «Antihistamines for systemic use» presented at the pharmaceutical market of Ukraine. The total number of antihistamin medicines for system use at the Ukrainian pharmaceutical market is 15 international non-proprietary names (81 trademarks, including 20 domestic, 61 medicines of foreign production), which indicates the saturation of the market of import drugs.

At the market among foreign manufacturers are products of companies of the USA, United Kingdom, India, Hungary, Switzerland, and Canada. Medicines of test group are mostly in the form of tablets (34%).

The next step of our study is expert evaluation of antihistamines among doctors and pharmacists of Kharkov. The experts evaluated the medicine's effectiveness and the level of demand, the level of provision of the pharmacies with medicines of the group.

Experts consider the most effective are medicines of III and II generations. The biggest demand medicines are Loratadin, Fexofenadin, Levocetirizin, Cetirizin. The analysis shows a high level of provision of pharmacies in Kharkov with antihistamines: Loratadin "Farmak", Fenistil «Novartis» (Switzerland), Cetirizin Sandoz "Salyutas Pharma GmbH, Sandoz" (Germany).

The preferences of medical specialists during the appointment of antihistamines to patients have been analyzed. The factors that guide consumers in selecting the study medicines have been defined.