

RESEARCH OF FACTORS INFLUENCING ON THE POTENTIAL OF THE PHLEBOTROPIC DRUGS MARKET IN UKRAINE

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Phlebotropic drugs are the basis of pharmacotherapy of chronic venous disease (CVD) of the lower limbs. Pharmaceutical market of Ukraine has 51 drugs with phlebotropic action for system and local usage produced by 33 manufacturers from 14 countries. The market volume of phlebotropic drugs in the first half year of 2012 exceeded 958 mln grn.

The purpose of the research is study the factors influencing the formation of potential of phlebotropic drugs market in Ukraine. Data of scientific sources, reports of epidemiological studies, and doctors', pharmacists' and final consumers' questionnaires have been analyzed.

Phlebotropic drugs market potential in Ukraine is formed under the influence of many factors of general and specific character. General factors include volume and structure of product proposal, living standard and population needs, its social, and sex and age composition; the level of market saturation with drugs, cosmetics and special food supplements and etc. Specific factors include common disease incidence of the population; the level and availability of medical and pharmaceutical care; the attitude to CVD problem of medical and pharmaceutical community and patients; the treatment methods; the compliance of patients; the appearance of new effective drugs. Among the factors favoring the development of phlebotropic drugs market in Ukraine can be named high number of CVD cases; the majority of female in demographic structure; considerable number of middle-aged and elderly people; the increase of conservative treatment tendencies of CVD etc. Level of usage of phlebotropic drugs is growing due to educational programs for general practitioners and pharmacists; advertisement and information materials about CVD and methods of their treatment in medical and pharmaceutical journals and popular sites and information given by medical representatives, and other ways of promotion. Factors restraining the development of phlebotropic drugs market in Ukraine include low income level of the population; low level of CVD diagnostic; underestimation of CVD problems by general practitioners, pharmacists and patients; low level of the patients' compliance. Tendency of population to self-treatment and patients' perception clinical symptoms of CVD as aesthetic problems results in uncontrolled use mainly of topical drugs, cosmetics and special food supplements.