

**ASSESSMENT OF PROMISING DIRECTIONS
OF FORMATION OF PHARMACEUTICAL
MANUFACTURERS' PRODUCT PORTFOLIO**

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The dynamic development of the global pharmaceutical market encourages producers of all countries to strengthen their competitive advantage by adapting to the requirements of the target markets. According to analyst firm, sales of medicines in the pharmaceutical market of Ukraine in 2014 in monetary terms increased by 14.5% with a decrease in real terms by 12.2%, which is different from the respective figures of the previous years. Given the characteristics of changes in macroeconomic indicators and regulatory transformations in the pharmaceutical field, modification the direction of the formation of commodity producers of medicines policy becomes relevant to fully meet changed demand among consumers.

The purpose of our work was analysis of the Ukrainian pharmaceutical market and determination promising areas for forming product range of pharmaceutical companies. Information market research analytical system used in the analysis, the methods of marketing analysis, comparative and mathematical methods used as research methods.

The main factors influencing the formation of assortment policy directions companies highlighted on the results of our analysis of the trends in the development of the Ukrainian pharmaceutical market. It is possible to carry the following factors to external: the dynamics of disease, consumption medicines, the market capacity of products selected by pharmacological groups, the ratio of market share among manufacturers and competitors, the ratio of prices in the market segments, particularly the positioning of manufacturers and their products, pharmacoeconomic indicators use of medicines. Internal factors are based primarily on the logistics of the production process in accordance with international standards, research and

development capabilities of the enterprise, ready for the introduction of new production technologies and management personnel.

Given the morbidity statistics and trends of the market segments medicines analysis on the example of the following pharmacological groups held in the next phase of our research: Nonsteroidal anti-inflammatory medicine, antibacterials, medicines for peptic ulcer and gastro-oesophageal reflux disease, hypolipidemic medicines, histamine antagonist medicines. According to the group of medicines analyzed the following parameters: the number of trademarks Ukrainian and foreign production, a variety of dosage forms, dynamic presence in the market in volume and value terms, the prospects of the use of sub-groups and individual medicines analyzed groups. The obtained results of the research are possible to identify medicines that are most promising in terms of therapeutic efficacy and competitiveness in today's pharmaceutical market.

Thus, in a segment medicines for peptic ulcer and gastro-oesophageal reflux disease the subgroups of ranitidine, famotidine, omeprazole, pantoprazole, lansoprazole, omeprazole and esomeprazole were considered. According to the analysis of these indicators, pantoprazole, rabeprazole and esomeprazole are the most promising from a therapeutic point. However, a more detailed mathematical analysis of the dynamics of the indicators with the use of simulation showed that the medicines group rabeprazole are the most promising for inclusion in the product range manufacturers.

In that way, the current conditions of the market analysis of trends in the formation of the product portfolio of pharmaceutical manufacturers it is necessary to use an integrated approach to the analysis of the competitive environment, given the marketing and pharmacoeconomic application features medicines. Considering that the modern Ukrainian market is almost 65% in value and only 30% in terms of foreign production of medicines, the search for new promising directions of development through the revision and expansion of product range is relevant for Ukrainian producers. Based on the conducted research disease trends and market development, pharmaceutical manufacturers can implement promising medicines into production and to keep improving positions in the pharmaceutical market.