

COSMETICS PHARMACIES IN UKRAINE AND ABROAD

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Introduction. Cosmetic products are in a great demand among the pharmacies visitors in Ukraine. Along with specialized shops beauty products are also distributed on the pharmaceutical market. Given in attention an annual sales increase of cosmetic products, sales of those products in pharmacies are also increased.

Due to this group of products pharmaceutical companies make a significant profit. Also there are a pharmacy network expansion and an pharmacies quantity growth, especially those who have an open form of trade.

Increasing a range of cosmetic products is economically profitable for pharmacy networks because of increased goods turnover, which leads to higher sales and increases pharmacy profitability. Since cosmetics does not treated as medications, the government has not set a maximum value added tax for these kind of products, so cosmetic products are profitable for pharmaceutical organizations.

Aim. Goal of this work is to provide study about cosmetic products range on the market. The general cosmetic products characteristic on the market are made during the study.

Materials and methods. In the course of our work desk research was conducted at the Department of Pharmaceutical Marketing and Management, National University of Pharmacy, in parallel carried out field research in pharmacies. As a result, on the basis of these studies was carried out a comparative analysis of the range of cosmetics and cosmetic products in the pharmaceutical markets of Ukraine and abroad.

Results and discussion. Medical and cosmetic products development trends and market development prospects was made. The medical and cosmetic goods comparative range analysis for Ukrainian and foreign markets was made. As a result of study established that the Ukrainian market has a various cosmetic goods positions, from which 42% of positions are local products, and 58% are foreign products.

Conclusions. Cosmetic products volume is higher on the foreign markets in pharmacies and in stock at all. Cosmetic products is very popular among consumers because it occupies an important place in their lives.