

ANALYSIS OF MARKET OF PARAPHARMACEUTICALS ANTI-SEBORRHEIC ACTION

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Introduction. Seborrhea is a widespread chronic disease, affecting head skin. The urgency research lies in the fact that the disease is prevalent in 15% of the population, of which 5% are seborrhea in the acute form.

Aim. The aim of our study is to analyze the main trends of development of market parapharmaceutical goods as an example shampoos anti-seborrhoeic action, which are using to prevent disease.

Matiriais and methods. In the research, we used content analysis, logical and comparison method. A method is statistical data on the structure of the market on seborrheic shampoos in c. Kharkiv.

Result. The parapharmaceutical market research established that, in December 2015, c. Kharkov pharmacies were present 35 brands of shampoos for the prevention and treatment of seborrhea.

Part of anti-seborrheic shampoos Ukrainian producers is 34,2%, indicating a significant dominance of imports in the test segment of goods (figure).

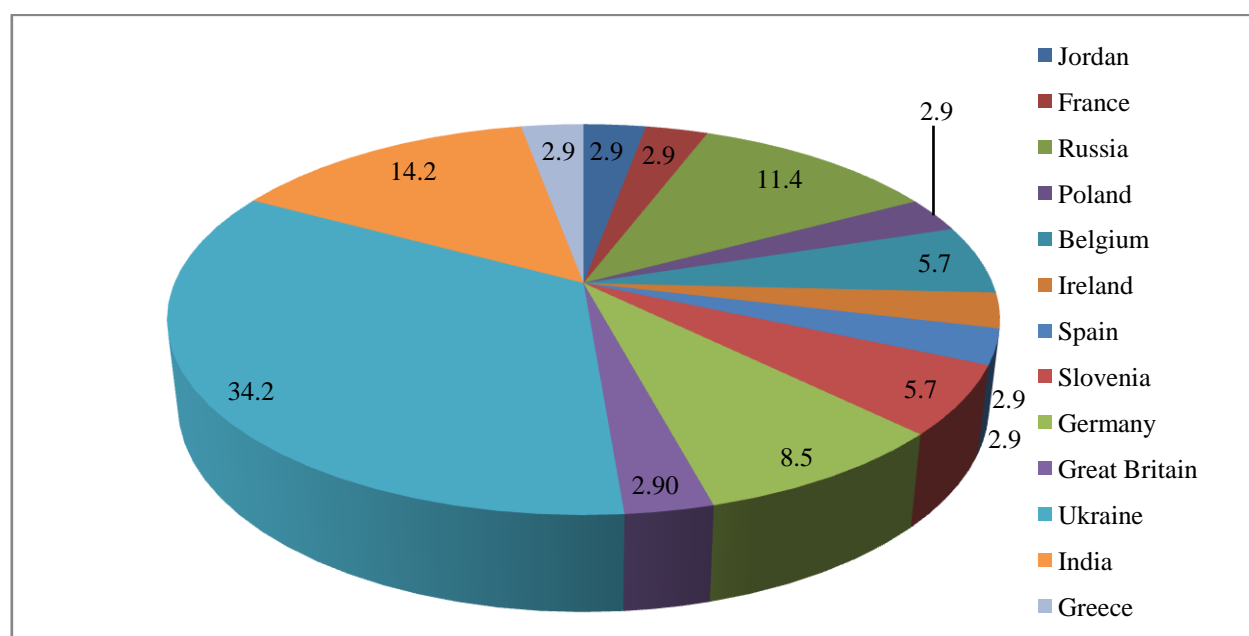


Figure. Share distribution on seborrheic shampoos by manufacturers countries

The Ukrainian producers are presented by 7 company's producers. SPA «Elfa» makes the greatest number of shampoos – 5 trademarks: «Ketoconazole shampoo with anti-dandruff» 100 ml; «Shampoo a neutral «Ketoconazole + Zinc»» 150 ml;

«Home Doctor dandruff Tar and Tea Tree» 300 ml; «Tar Shampoo, Tea Tree Anti-Dandruff» 300 ml; «Shampoo Dr. Sante Aloe Vera Anti-dandruff» 300 ml.

It was found that in the study group of goods there is a significant predominance of imports. Among shampoos for the treatment and prevention of seborrhea share anti-seborrhoeic shampoos foreign producers is 65.8% (23 goods). Leading position among them is India Company «Kusum Healthcare» – 14.2%. Greatest value have such companies as LLC «Pharmaceutical Technology» (Russia), NPK «AS-COM» (Russia), Natura Siberika LLC (Russia) – 11.4% and «Schering-Plough» (Germany) – 8.5% (at the expense of line of anti-seborrhoeic shampoos («Friderm»).

Middle position is occupied by such companies as: «KRKA» (Slovenia) – at the expense of the line anti-seborrhoeic shampoos «Fitoval» and «Janssen Pharmaceutical NV» (Belgium) – at the expense of long time presence on the Ukrainian pharmaceutical market a single brand «Nizoral» with ongoing advertising support.

The share of foreign companies such as: «Bros Ltd» (Greece); «Pharma International Jordan, Ducret» (France); «Stefel L.T.D. Laboratories» (Ireland); «Heminovo International SA, Macarena» (Spain), «P & G & SHOULDERS» (United Kingdom) among the total number of companies producing anti-seborrhoeic shampoos, almost the same for all and is 2.9%. In these companies usually there are single branded shampoos with a good advertising support.

In ours research was found that the proportion of manufacturers's antiseborrheic shampoos in soshetkah is only 9%: Vitoral sachets of 10 ml №10 LLC «Aromat», Ukraine; Dermazol 2%, 8 ml sachet №20 «Kusum Hlephther» Indiya;

«Sebozol», 5ml sachets №5 of «Farmatsevtichni tehnologii» OOO Russian Federation.

Conclusion. Thus the analysis of basic tendencies of of development of parapharmaceutical goods on the example of anti-seborrhoeic shampoos action found that the share of Ukrainian producers in December 2015 y. in Kharkov is not great and is only 34.2%. This represents a significant predominance of imports parapharmaceutical goodss anti-seborrhoeic action, which are used to prevent diseases. Ukrainian producers are represented 7 companies. The leading position is occupied the «SPA «Elfa»» on the production of brands among them. The share of the foreign producer's seborrheic shampoo is 65.8%. Indian company «Kusum Hlephther» Glenmark Pharmaceuticals Ltd. holds a leading position – 14.2%.