

ANALYSIS OF THE DRUGS USED DURING PREGNANCY

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Past international sociological studies shown that 80% of female taking drugs during pregnancy.

The aim of this work is to study marketing of drugs used during pregnancy on the market of Ukraine.

Market analysis was conducted on the following pharmacological groups of drugs for pregnant female: vitamins, iron supplements, hormones and enzymes, probiotics and prebiotics. It was studied range of the drugs used during pregnancy. Today in Ukraine registered 68 trade names of drugs to pregnant women, produced by 63 manufacturers. The analysis found that most drugs for pregnant female in Ukraine are foreign manufacturers and is 63.5%.

Drugs for pregnant female in Ukraine are in the form of dosage forms: tablets, capsules, drops, pills, syrups. The predominant form of release vitamins for pregnant female is coated tablets (32%) and capsules (14%), 27% iron preparations produced in the form of capsules, hormones are tablets, enzymes – capsules and coated tablets, probiotics and prebiotics are produced mainly in the form of syrup.

It was conducted peer review of the group assets on the basis of pharmacies (c. Kharkiv). Respondents (pharmacists) were asked to provide information of consumers about the most interested in choosing drug.

It was found that most often, namely 33.8%, consumers interested in the rules of admission drug. 23.9% of consumers are interested contraindications for use, 19.2% –adverse reactions, and 16.9% interested in rules for dispensing medicines. As a result of the survey of experts found that pregnant females rarely buy innovative drugs most of them prefer to proven drugs (53.6%). Among the most significant impacts when purchasing drugs for pregnant female were named respondents prescription– 44.1%, knowledge of drug buyer and previous experience of use – 19.6%. In the next stage were found reasons do not purchase drugs for pregnant female. In 61% of cases, consumers do not buy drugs for pregnant female because of too high a price, and in 22% of cases – because of the lack of sufficient information about drugs on the package. Thus, in Ukraine there are usually drugs used during pregnancy of foreign manufacturers, which makes it very promising for domestic producers.