ANALYSIS AND FORECASTING OF THE PHARMACEUTICAL MARKET OF UKRAINE ON EXAMPLE OF CHONDROPROTECTORS

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Today diseases of the musculoskeletal system are a global medical and social problem.

According to the World Health Organization (WHO), the prevalence of diseases of the musculoskeletal system ranks third place among the adult population, the number is constantly growing.

The aim of this work is market research and market forecasting chondroprotectors for regular use.

Market analysis of drugs registered in Ukraine, showed that the number of proposed chondroprotectors based on this active ingredient as glucosamine - 10 registered trade names; based on chondroitin sulfate – 6 registered trade names; based on hyaluronic acid – 4 trade names; and all the others – a combination of drugs.

During the study it was found that 85% of its imported drugs make pharmaceutical companies from neighboring countries. Only 15% are chondroprotectors domestic production.

Drugs are given pharmacotherapeutic groups in Ukraine in the form of dosage forms: tablets, capsules, gels, ointments, solutions for injections, powder for solution for injection. When comparing dosage forms of drugs chondroprotectors domestic and foreign production, the latest release prefer chondroprotectors in tablets (30.7%). Most mold release preparations of domestic production – are gels, capsules and powders for the preparation of intravenous solutions (33%, 30.2%, 31.1%, respectively).

Based on data collected in one of the pharmacies c. Kharkiv, an analysis of the dynamics of sales of the most popular among the population chondroprotectors has been conducted.

The largest growth characterized preparations Artron complex, Teraflex, Hondroksyd (gel, ointment).

It could not only provide high efficiency and availability of the aforementioned drugs, but also high efficiency promotional activities of manufacturers among doctors, pharmacies and staff population. Also possible reason for the forecast sales growth rates above drugs is their low price compared to other drugs of the same group.

There is a tendency to decrease in sales of such drugs, Chondroitin complex, Artyfleks. Stable demand and relatively unchanged sales are typical for the following drugs: Dona, Structum.