

# **STUDY OF THE PHARMACEUTICAL MARKET OF ANTICOAGULANTS**

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Cardio-vascular diseases annually are responsible for more than 4.3 million deaths in the European Region (48% of all deaths) and 2.0 million deaths in the 27 subjects of the European Union (42%). Currently, in Europe more than 800 000 people over 65 years old die every year from cardiovascular disease, including over 230,000 in the European Union. Coronary heart disease is the most common cause of death in Europe (it accounts for one in five deaths).

The aim of the work is to study the pharmaceutical market of anticoagulants.

Market research of anticoagulants by the survey questionnaires of 119 customers and 58 specialists were conducted. It was set that in modern pharmaceutical Ukrainian market registered 120 drugs anticoagulants from 25 countries, 85 manufacturers, in Lebanon accordingly – 87 drugs anticoagulants from 19 countries, 67 manufacturers.

It was set that 82% anticoagulants range consists imported drugs and 18% – Lebanon's pharmaceutical companies, in Ukraine – 77% are imported anticoagulant medicines, 23% are domestic. The most widespread medicinal forms of anticoagulants which are presented on pharmaceutical market of Lebanon and Ukraine have been determined.

Developed questionnaires and analyzed the preferences of end users of anticoagulant medicines. The most salable anticoagulant medicines are Cardio Aspirin, Bayer Schering Pharma, Germany, tab., Cardiomagnyl, Nycomed, Denmark, tab., Kleksan, Aventis Pharma, France, Mr. D. The demand for anticoagulants for 67% of consumers satisfied by 70–100%.

The most important characteristics to consumers when choosing anticoagulants have been determined. Among them are drug quality, the image of the manufacturer and price of medicine. The comparative analysis of market anticoagulant medicines in Lebanon and Ukraine has been conducted. It was explored the awareness consumers about anticoagulant medicines. 64% of consumers of anticoagulant medications used appointment of doctor, 20% bought medications without consultation and appointment of doctor.

The sources of information about anticoagulants have been established. Mostly about new drugs in 32% of consumers know the appointment doctor or pharmacist recommendations, 20% – from advertising in the media.

Thus market research of anticoagulants was conducted and the main features were determined.