

## **MARKETING RESEARCH EYE DROPS, PRESENTED ON THE MARKET OF UKRAINE**

Konoshevich L. V.

Scientific supervisor: prof. Tikhonov A. I.

National University of Pharmacy, Kharkiv, Ukraine

Propolis38@rambler.ru

**Introduction.** Eye diseases - organic and functional damage to the human visual analyzer, limiting its ability to see, as well as affection of the eye adjuvant. Ophthalmic diseases are widespread among different strata of the population.

**Aim.** Analysis of the assortment of eye drops presented in the pharmaceutical market of Ukraine. By appointment, modern eye drops are divided into the following groups:

- Antimicrobial eye drops are used to combat all kinds of infections.
- Anti-inflammatory eye drops are intended for the treatment of inflammatory lesions of the organ of vision and its appendages of non-infectious nature.
- Eye drops used for treating glaucoma, which is a persistent increase in intraocular pressure, leading to severe consequences up to the irreversible loss of vision.
- Antiallergic eye drops, intended for the treatment and prevention of allergic reactions. - Eye drops used with cataract.
- Moisturizing eye drops or "artificial tears."
- Diagnostic eye drops and eye drops used during surgical interventions.

**Materials and methods:** The eye drops.

**Results and discussion.** A result of the marketing research of drugs represented in the Ukrainian pharmaceutical market, is installed: the main share among eye drops manufacturers occupied by foreign pharmaceutical companies.

**Conclusions.** It is necessary to search for new medicinal products, more focused on the development of drugs with high bioavailability.