

## **STUDY MAIN TRENDS OF THE DOMESTIC PHARMACEUTICAL MARKET**

Zhylenko A. V., Panfilova G. L.

Scientific supervisor: Dr. Panfilova G.L. Pharm. n., professor

National University of Pharmacy, Kharkiv, Ukraine

gilenko.anita@gmail.com

**Introduction.** The pharmaceutical market - a powerful industrial sector, which is one of the five most profitable sectors of the global economic complex.

Modern pharmaceuticals market is complex, Multifunction and multi-tional with high growth rates of production and sales. The reasons for this growth are the features of the medicines that meet the specific needs of consumers and for which demand is increasing regardless of the economic, political and other factors. The pharmaceutical sector today is one of the most advanced on capital intensity, knowledge-based, sustainable growth, social importance for the global economy.

The pharmaceutical industry occupies an important place in the economy of Ukraine as an important segment of the national market, largely determines national security and defense of the country, is distinguished by high knowledge intensity and developed cooperation.

**The aim** of this work is the analysis of modern pharmaceutical market of Ukraine for 2012-2016rr. and identifying key problems and prospects of its development.

**Materials and methods.** We used literature data and information agencies. The study used the method of market analysis and comparative, logical, historical, and others

**Results and discussion.** The analysis of the pharmaceutical market for 5 years, demonstrated a significant increase in pharmaceutical sales performance of all product categories "pharmacy basket", including drugs (medicines), medical products (VMP \*), cosmetics and dietary supplements. By results of 2012 the volume of the pharmaceutical market of Ukraine totaled UAH 31.7 billion. for 1.96 billion packages, but data exceeded 2011 by 16.9% to 4.5% cash and in kind. In dollar terms, the figure was 3.9 billion. USA. The weighted average cost of goods "Pharmaceutical basket" on results of 2012 the average for the pharmacy market grew by 11.9% to 16.2 USD. For all product categories "pharmacy basket" for the last year, noted positive dynamics of retail sales in cash and in kind in comparison to 2011.

However, most pharmaceutical sales growth in all product categories "pharmacy basket" was observed in 2013. Thus, this indicator stood at 35.85 billion. UAH., Exceeding the previous year by 12.7%. The market in monetary terms

continues to grow, but the growth rate slowed down, and last year showed the lowest dynamics of this indicator over the last 6 years. In physical terms, the market volume totaled 1.99 billion packages, down 1.6% compared with 2012 dollar total volume of pharmaceutical sales amounted to 4.39 billion dollars. USA, showing a growth rate of 11.7%.

In 2014 the volume of pharmaceutical sales of all product categories "pharmacy basket" amounted to 40.8 billion USD. and increased in comparison with the previous year by 13.8%. However, this increase mainly achieved by increasing the cost of goods "Pharmaceutical basket" because of the devaluation of the hryvnia, in dollar terms since the market has shown a negative trend at 20% (2.6 billion dollars. USA).

Following the results of 2014 average price of 1 package of goods "Pharmaceutical basket" 23.1 USD. and increased by 28.5% compared to the same period last year. In 2014 also marked reduction in physical sales by 11.4%. The above is due to the continuing fighting in the east of the country, the annexation of the Crimea, the introduction of 7% VAT rate on medicines.

By results of 2015 the total sales of all categories of goods "Pharmaceutical basket" made up 1.5 billion packages and 50.5 billion USD., Which in dollar terms amounts to 2.3 billion dollars. USA. In the hryvnia terms, sales increased by 23.7% compared with 2014. At the same time, in physical terms, a decline of 12.3%. In dollar terms, sales fell by 33.5%. The weighted average cost of 1 package of goods "Pharmaceutical basket" on the basis of 2015 amounted to 32.6 UAH. and increased by 41.1% compared to 2014.

In 2016 Ukrainian pharmaceutical market demonstrated growth. The total volume of pharmaceutical sales of all product categories "pharmacy basket", at the end of 2016 amounted to 60 billion USD., Which in dollar terms amounts to 2.2 billion dollars. USA. for 1.6 billion packages). Importantly market growth both in money (at 21.9%) and in kind (5.7%).

Thus, in 2016 the Ukrainian pharmaceutical market has shown a slight increase in kind from the previous year. The results of the last months of 2016 are encouraging. In dollar terms since mid-2016, there is growth in retail sales of medicines, which is gradually gaining momentum. The growth of the retail sale of medicinal products by December 2016 in UAH terms of 42.5% in volume - 27.9%, in dollar - 27.5% compared to the same period of 2015.

**Conclusions.** The results of the research can be argued that the domestic pharmaceutical market is a dynamic structure. The nature of its development depends on a large number of factors, the impact of which is the subject of comprehensive research. Research in that direction will be conducted by us in the future.