

MARKETING RESEARCH OF THE MARKET OF DIETARY SUPPLEMENTS

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In the system of market relations, the stable functioning of pharmacy organizations and their ability to fulfill their social mission depend primarily on the range, which must meet the expectations and ideas of the target audience and act as a key factor in the competitiveness of the business entity.

However, maintaining and strengthening the market position in the conditions of its saturation, constant change in the range, growing needs of customers and increased competition between retailers selling certain groups of parapharmaceuticals and pharmacy organizations are forcing them to seek new opportunities for economic development in a competitive environment. One such area is the use of marketing in the process of updating, expanding and diversifying the range. The use of marketing tools in managing the range of goods allows pharmacy organizations, taking into account the requests and preferences of consumers, to generate sustainable competitive advantages.

The purpose of this work is marketing research of the market for dietary supplements.

During the survey, 65 pharmacy visitors were interviewed. As a whole, it was found that pharmacy visitors are positive about dietary supplements, most of them take or at least once take them. But, unfortunately, it is worth noting the lack of awareness and spread of self-prescription dietary supplements. A positive indicator is the fact that 70% of people buy them at a pharmacy and most often seek advice from a pharmacist who is competent in terms of choice, and 17% of respondents buy dietary supplements at an online store; 8% of respondents buy them from an individual consultant and 5% from a specialist store.

The study identified the main reasons for the use of dietary supplements: 37% of respondents use them for weight loss, 24% of respondents - for the prevention of disease; 23% of consumers - to supplement the lack of vitamins and minerals in the body 16% of respondents use dietary supplements to remove toxins and toxins from the body. Four groups of measures for improvement of the pharmacy business activity are proposed: introduction of marketing activities in the pharmacy activity; improvement of work with personnel; increase of efficiency of commercial activity on the basis of ABC and XYZ-analysis of goods, as well as analysis of goods by impact parameters, and improvement of assortment management.