

CONJUNCTURE RESEARCH OF THE UKRAINIAN MARKET OF ANTIANEMIC MEDICINES

Borotyuk E. S., Piven O. P.

National University of Pharmacy, Kharkiv, Ukraine

fmm@nuph.edu.ua

Introduction. Despite the high development of most countries, anemia is the leading cause of chronic diseases and is a global problem for all mankind. It requires the search for effective treatments and the development of new medicines that meet modern requirements.

Aim. The purpose of the work is to conduct market research on the market of antianemic medicines, presented in Ukraine.

Materials and methods. Normative-legislative materials and scientific-practical literature on the research topic were used as materials. The research methods were content analysis, logical method, grouping and comparison method and generalization method.

Results and discussion. Studies have shown that as of 2021, 82 trade names of antianemic medicines have been registered in Ukraine. The largest share of them are iron supplements, which have 33 trade names, which is due to the high prevalence of iron deficiency anemia compared to other types of anemia. The distribution of medicines by dosage form showed that the largest share is occupied by medicines in the form of solutions for injection - 51.55%, capsules are in second place - 37.64%, syrups are in third place (17.53%). In last place are medicines in tablet form - 11.84%. The analysis of the ratio of domestic to imported medicines indicates the dominance of foreign medicines in the market. Analyzing the state register, we determined that 73% of registered medicines are of foreign production and 27% - domestic medicines.

We assessed the level of monopolization of production on the example of a group of medicines of iron. Calculations of this indicator were made according to the Herfindahl-Hirschman index, which is the sum of squares of market shares of all manufacturers. The results showed that the index is 783.7. The value ranges from 0 to 1000 and indicates that the market is non-monopolized. Analysis of market concentration showed that the share of sales leaders medicines (Sorbifer Durules, Gino-tardiferon, Maltofer) does not exceed 31%. The above indicates that favorable conditions for the development of competition and satisfaction of the needs of the population in drugs of this group has created on the market

Conclusions. Thus, studies have shown that this market is non-monopolized and is characterized by a normal concentration of production, which creates favorable conditions for its development.

INVESTIGATION OF FACTORS AFFECTING BEHAVIOR OF CONSUMERS OF MEDICINES

Buabdeli Shaima, Buabdeli Ayub

Scientific supervisor: Rohulia O. Yu.

National University of Pharmacy, Kharkiv, Ukraine

Chaimaabouabdeli@gmail.com

Introduction. Research and identification of factors influencing the behavior of medicines' users are effective tools in the formation of loyalty programs in pharmacies. Personal, psychological, social and economic factors are effective stimuli influencing the purchase decision.

Aim. The study aim is to examine the factors influencing consumer behavior when choosing and purchasing drugs.

Materials and methods: empirical studies, logical analysis, method of the questionnaire were used.

Results and discussion. It is established that consumer's behavior is influenced by personal factors (health status, presence of chronic diseases, age, sex, level of education) and psychological (motivation, perception, personality type, attitude, values, beliefs, the impact of drug's advertising on consumer behavior relationships and lifestyle). Significant influence is exerted by social factors (reference groups, marital status, stakeholders in the event of health problems, when buying medicines).

Economic factors include the size and distribution of income, the availability, and affordability of drugs, prices, evaluation of efficacy, safety, and quality. It is established that they pay attention to the amount of the receipt, which has grown significantly, compared to the prices of medicines. It should be noted that respondents pay attention to discounts and promotional offers, including those who previously did not attach importance to these forms of marketing communications.

Consumer's behavior is also influenced by cultural factors (culture, subculture, social class, choice of treatment methods, evaluation of domestic and foreign drugs, pharmacy selection factors, evaluation of service quality), cultural factors also include patterns of behavior that minimize the possibility of various risks. For example, the risks of supply and demand in the pharmaceutical market, the risks of multivariate choice of drugs (the market presents analogs in various dosage forms of domestic and foreign manufacturers), the risks of various criteria that buyers take into account when choosing drugs (price, range, effectiveness, the presence of side effects), the risks associated with incomplete knowledge of the product (consumers are not specialists and need medical and pharmaceutical advice).

Conclusions. Psychological, social, economic, cultural factors influencing the behavior of drug's users were analyzed.

ANALYTICAL REVIEW OF THE MEDICINES MARKET USED IN THE TREATMENT SKIN CHRONOAGING

El Ayad Ayoub, Kriukova A. I.

Scientific supervisor: Kovalyova T. M.

National University of Pharmacy, Kharkiv, Ukraine

kriukova92@gmail.com

Introduction. Skin aging is an inevitable, complex, multifactorial and poorly understood process. Structural analysis of the Ukrainian pharmaceutical market revealed the absence of complex medicines for the correction and treatment of skin aging. According to the ATC classification system, dermatological agents include the D02 group – drugs with an soften and protective effect, which is divided into the following subgroups: D02A – preparations with softening and protective action, which has 21 names of drugs in various dosage forms: creams, ointments, solutions; D02B – protective agents against ultraviolet radiation, at the moment, does not contain any registered drugs.

Aim. The purpose of our analysis is to study the nomenclature of a modern assortment of drugs with softening and protective effect on the Ukrainian pharmaceutical market.

Materials and methods. The studies were carried out using structural, comparative and statistical analysis of electronic and literature sources of information on dermatological medicines registered in Ukraine.