## Basic tendencies in domestic pharmaceutical market of cardiac medicines Symonenko N.A.<sup>1</sup>, Podgaina M.V.<sup>2</sup>, Nemchenko A.S.<sup>2</sup>, Shpychak O.S.<sup>1</sup> <sup>1</sup> Institute for Advanced Training of Pharmacy Specialists (IATPS) of the National University of Pharmacy, Kharkiv, Ukraine Department of Industrial Pharmacy and Economics <sup>2</sup> National University of Pharmacy, Kharkiv, Ukraine Department of Organization and Economics of Pharmacy shpychak.oleg@gmail.com

**Introduction**. Cardiovascular diseases (CVDs) are the number 1 cause of death globally, taking an estimated 17.9 million lives each year. CVDs are a group of heart and blood vessel disorders and include coronary heart disease, cerebrovascular disease, rheumatic heart disease, and other conditions. Four out of 5CVD deaths are due to heart attacks and strokes, and one-third of these deaths occur prematurely in people under 70 years of age. Access to essential noncommunicable disease medicines and basic health technologies in all primary health care facilities is essential to ensure that those in need receive treatment and counseling. There are many medicines prescribed for heart disease. It is important the aspect of the availability of cardiac medicines on the country's pharmaceutical market, which is why we analyzed the main trends in the current pharmaceutical market of cardiac medicines.

**Material and methods**. For a basic assessment of the market of cardiac medicines an analysis of the wholesale pharmaceutical market has been created. Also, we have conducted analyzes of the retail of the group C01 - cardiac preparations, as well as the development of the index of prices (IP), indicators of the adequacy of the payment-efficiency (Cas) and the availability (2016-2020).

**Results**. The tendencies to stabilize the number of medicines of the group are determined. Also the advantage of medicines of domestic production is revealed, which is a positive phenomenon. Liquid and solid dosage forms were distributed almost evenly among the medicines of the study group. The analysis of retail prices showed a favorable trend towards a moderate increase in the economic availability of cardiac medicines.

**Conclusions**. Updating pharmaceutical market research on medicines for the treatment of socially significant diseases is extremely important to ensure timely and quality treatment of the disease. The results are important and can be used to optimize treatment and make decisions on the development of new cardiac medicines.