

TRENDS IN THE DEVELOPMENT OF THE PHARMACY NETWORK OF UKRAINE IN MODERN CONDITIONS

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The process of providing the population with medicines (drugs) by the pharmacy, aimed at achieving market goals by identifying the needs of visitors and creating (providing) them with greater value than competitors. The first component is characterized by: the benefits of drugs, customer service, relationships and image; other – monetary and time costs, effort and psychological burden of pharmaceutical professionals. Today, the pharmaceutical market of Ukraine is in the process of forming its structure, the main features are: increasing the number of pharmacies and pharmacy chains; increasing the share of foreign-made drugs; reduction of the share of domestic drugs; growth of the general morbidity of the population. Domestic pharmacies, which remain primarily health care facilities, operate in conditions of growing competition, due to the state of the pharmacy network in Ukraine: increasing the number of pharmacies; low purchasing power of the population, rising cost of drugs, lack of health insurance and well-established mechanisms of reimbursement of drugs.

The top 100 pharmacy chains form 82 % of the volume of pharmacy sales in January-April 2021: top-5 – 45 %, top-3 – 34 %. The biggest players in the pharmacy market are "Pharmacy-Magnolia", "Sirius-95", "Gamma-55", "Plantain" and "Pharmastor". Consolidation of pharmacy retail will take place in a natural way, in the absence of legislative initiatives that will impose significant restrictions on the owners and concentration of pharmacies. Emerging pharmacy chains will consider all methods of organic growth, mergers and acquisitions.

According to the results of October 2021, the average revenue of 1 pharmacy in Ukraine as a whole amounted to 711.4 thousand UAH. and increased by 19% compared to October 2020. The level of average revenue varies depending on the type of settlement in which the pharmacy is located. According to the results of October 2021, the average revenue per 1 pharmacy in the city amounted to 837.7 thousand UAH, for the village – 451.6 thousand UAH. and for the village – 222.7 thousand UAH. That is, the larger the settlement, the higher the average revenue. This is due to the larger population and higher incomes in larger settlements and, consequently, greater purchasing power. According to the results of 2021, the total sales of all categories of pharmacy basket drugs increased by 20% in UAH and 18.6 % in dollar terms compared to the previous year, and sales at retail prices amounted to UAH 136.8 billion. or \$ 5 billion. In sales, sales amounted to 1.75 billion packages and increased by 0.9 %.

In the structure of pharmacy sales of goods of Ukrainian and foreign production, the trend of increasing the share of foreign producers for all categories of goods "pharmacy basket" in kind and for almost all – in cash. In 2021, the Ukrainian pharmaceutical market showed double digit growth in monetary terms.