

## MARKETING RESEARCH OF THE MARKET OF DIETARY SUPPLEMENTS

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Almost every person coming to the pharmacy paid attention to the individual blocks with dietary supplements, or as they are sometimes called biologically active supplements, but it is not always clear how they differ from other drugs in the pharmacy. And why, when present in the composition of the same substance, they do not need a prescription and are released in any amount.

Today, more and more people are using alternative therapies because of disappointments in official medicine and inappropriate therapy, which often does not help. Another reason is chemistry is evil. However, the trend of "environmental" dietary supplements and the desire to avoid the side effects of taking traditional drugs does not help consumers of bio products: in incurable and chronic diseases, they do not help. However, a strong belief in the miracle generates a placebo effect in 25% of dietary supplements consumers. However, it does not last long dietary supplements up to 2-2.5 months. The urgency of this topic is the growing demand for dietary supplements and the need for a more detailed study of the regulatory documents of both the leave and the range of this group at the pharmacy.

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

The factors that influence the inclusion of dietary supplements in the overall pharmacy range are investigated. It is found that the most inclusion of dietary supplements in the range of pharmacies depends on demand (according to the survey) — 46% of respondents' answers and the specificity of the region — 38% of experts' answers.

The depth and breadth of the range of dietary supplements in pharmacies was investigated. Dietary supplements are becoming an important position in the pharmacy's range. The range of some pharmacies, more than 50% may consist of para-pharmaceutical products, medical cosmetics and dietary supplements. The analysis of companies-manufacturers of dietary supplements is carried out. It is established that most of the products are produced in Ukraine. Another important aspect is that more and more pharmaceutical companies are also taking part in the development of the newest drugs, which generally meet the stated standards, at a more professional level. The pricing policy of dietary supplements in the pharmaceutical market of Ukraine is analyzed.

Marketing research on the market of dietary supplements was conducted by questioning the 64 visitors of pharmacies. It was found that in most cases 40% of respondents prefer those dietary supplements that are recommended by friends. Also, 25% of the respondents pay attention to the price when choosing dietary supplements; for 25% of those surveyed an important factor is the image of the manufacturer. It was found that among the most common forms of using dietary supplements, the majority of respondents preferred capsules, tablets and powders respectively 40%, 20% and 20%, as this method of administration is the most convenient and affordable in everyday life.

It should also be noted that the majority of respondents, namely 50%, noted that there was a lack of information support regarding dietary supplements. This indicator indicates deficiencies in regulatory regulation, and 59% do not consult their doctor for further explanation, since they believe that it is not possible to harm themselves with a non-medicinal product.

It was found that, as a whole, pharmacy visitors are positive about dietary supplements, most accept or at least once take it. Unfortunately, the lack of awareness and widespread self-prescription of dietary supplements should be noted. A positive indicator is the fact that 70% of people buy these drugs at the pharmacy and most often seek advice from a pharmacist who is competent in terms of choice, and 17% of respondents — online store; 8% of respondents buy dietary supplements from an individual consultant and 5% from a special store.

Thus, marketing research of the market of dietary supplements were conducted.