

TENDENCIES IN CONSUMPTION OF PHARMACY PRODUCTS

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Research of tendency in consumption is necessary for businesses to make informed decisions, understand customers and competition, assess market potential, reduce risk, and test marketing strategies. Without market research, businesses risk making uninformed decisions that can lead to wasted resources and missed opportunities. The aim of this work to analyses modern tendencies in consumption of pharmacy products on the bases of literature resources. There are several trends in the consumption of pharmacy products that are worth noting. Increasing demand for personalized medicine: advances in genetics and molecular biology are leading to the development of personalized medicine, which involves tailoring treatment to a patient's individual characteristics. This trend is expected to continue as more patients seek treatments that are customized to their unique needs. Growing interest in natural and alternative remedies, such as herbal supplements and acupuncture. This trend is driven in part by concerns about the safety and side effects of prescription drugs. Expanding use of technology in healthcare is growing, and this includes the use of technology in the pharmacy industry. For example, there has been a rise in telemedicine and online pharmacy services that offer remote consultations and prescription delivery. There is a growing emphasis on preventive medicine, which involves taking steps to maintain health and prevent illness before it occurs. This includes the use of vaccines and screenings to detect and treat diseases early. The cost of healthcare, including prescription drugs, continues to rise, leading to increased scrutiny of drug pricing and affordability.

Overall, these trends are likely to continue to shape the consumption of pharmacy products in the coming years, as consumers seek more personalized and affordable healthcare options.