

## **MARKET STRUCTURE OF THE PHARMACEUTICAL MARKET OF ANXIOLYTICS IN THE REPUBLIC OF UZBEKISTAN**

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Depression is a major global health problem. Depression can have many causes and can occur in people at any age. Substance use represents the most important risk factors, but also anxiety, personality disorders, and trauma significantly increase unnatural causes of death compared to the general population. In addition, traumatic experiences of violence can lead to post-traumatic stress disorder, in which a person will feel anxious when the environment reminds them of the original experience of violence. Anxiety is also closely linked to other mental disorders, especially depression. People with anxiety disorders are at increased risk of suicidal behavior. Thus, the deteriorating social climate among today's industrialized societies is a central component of the rise in mental disorders among populations throughout the world. In this work, we examine the structure of the anxiolytic market using the content analysis method. To determine consumer demand. As the object of the study, information on state registration of anxiolytics for the period 2006-2023 was studied.

The form of drug administration plays a very important role in the pharmaceutical field. Based on the results of the analysis, a stable increase in registration of the studied group of "oral administration" drugs were revealed. Thus, we can say that the market trend of consumption may dictate the production and import of oral dosage forms due to ease of use, but it can also be assumed that this form is being abused and it must be taken into account that oral administration is impossible in the unconscious state of the patient.

Also revealed during a comparative analysis of dosage forms showed active growth of dosage forms "tablets", as of 2022 - 80% of the registration share. There has been a decline in "yeast" forms since 2008 - 3% of the registration share. In 2006, the dosage form "solution for injection" was 19%, and by the end of the study period (2023) it decreased to 12%. We can also see the entry of "capsules" starting in 2009, which allows the market to grow not only in tablet forms. The dynamics of the analysis of dosage forms shows us the relevance of the tablet form of administration. Registration of anxiolytics opens up the possibility of forecasting and identifying the potential for consumption of drugs used in psychiatric practice. Studying this segment using the most accessible methods of marketing research to achieve better development psychological groups, assessing the potential for new products and innovations in the anxiolytic drug market, including opportunities to develop new market segments and product range expansion.