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**RESEARCH ON THE FEATURES
OF THE MODERN ARAB PHARMACEUTICAL MARKET**

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The pharmaceutical market of the Middle East and North Africa (MENA) region is an important part of the national market, determines the national security of the state, and is also a very developed and science-intensive complex. The main goal of the products of the Arab pharmaceutical market is to strengthen and preserve people's health, prevent and treat diseases, extend life expectancy and save lives. The MENA region is a largely untapped but potentially extremely fertile part of the world for the pharmaceutical industry both as a sales region and for the establishment of manufacturing capacity.

The MENA pharmaceutical market, with an annual growth rate of over 10%, is attractive to most multinational and international pharmaceutical manufacturers. Emerging pharmaceutical markets in the MENA region offer unparalleled growth opportunities for the pharmaceutical industry. With improved access to healthcare and increasing demand for specialized treatments, the Middle East pharmaceutical industry is opening up the necessary opportunities.

The peculiarities of its development determined the purpose of our research. In the process of studying the material, general scientific and theoretical research methods were used.

The current situation in the pharmaceutical markets of the MENA region varies significantly from country to country. At present, it is believed that this value mainly depends on the ability to pay and on the level of morbidity of the population. But it is also possible to distinguish the impact on the level of expenditure of retail pharmaceuticals: factors of distribution, prescription and dispensing of medicines; pricing and procurement policy; as well as patterns of consumption of original drugs and generics.

Kingdom Saudi Arabia was the largest pharmaceutical market in the region in 2024 with a volume of USD 11.6 billion, followed by Egypt with USD 4.8 billion. The other five leaders include the United Arab Emirates at 4.1 and Algeria at 2.7. Overall, the MENA pharmaceutical market reached a value of US\$32.7 billion. Sales value increased by 10.5% previous period growth. In Arab countries, local production of medicines accounts for varying shares of the national market, ranging from 0 percent to more than 90 percent. On average, the local Arab pharmaceutical industry covers more than 45% of the entire Arab market. Since the beginning of the first decade of the 21st century, many countries in the Arab region have initiated multiple reforms. One of the key initiatives is to improve the healthcare sector, which is considered a national priority, with an increased focus on the development of the pharmaceutical industry and related sectors to meet domestic demand. In this regard, regulators, local industries and global pharmaceutical companies have realized the importance of this initiative and are working to strengthen local pharmaceutical production.

The center of pharmaceutical activity in the Middle East is Saudi Arabia and the United Arab Emirates. These countries have a reputation as a state with a very high level of national health care and strict regulation of activities related to the production and distribution of medicines. Thanks to pharmaceutical placement efforts, local pharmaceutical production has increased over the past few years.

The results of the study confirmed the positive impact of industrial localization on the development of innovations, healthy competition and attracting investments in the pharmaceutical sector in the MENA region. They also highlighted the key role in the use of local assets and the development of local opportunities. It was found that one of the popular mechanisms that had a positive impact on the localization system for all countries was pricing.