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PROSPECTS OF MARKETING RESEARCH OF THE DOMESTIC MARKET OF HERBAL PLANT COLLECTIONS

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Problem Statement. On the global pharmaceutical market about 40 % of products are of plant origin and their number is constantly growing annually by 8-20 % (depending on the research methodology used). Therefore, it is promising to intensify the market of herbal remedies, in particular, herbal collections as one of the most budgetary and polypharmacological herbal remedies.

Purpose. To trace marketing steps regarding domestic herbal collections.

Research methods. Content analysis.

Research results. The leaders in the production of herbal remedies are "Liktravy", "Lubnypharm", "Farmak" and "Darnytsya". Conducted marketing research on the market of herbal preparations registered in Ukraine showed that in total only 28 preparations were registered which include 58 components. But the market of herbal preparations produced by a number of different manufacturers is dozens of times larger.

The relevant aspects of marketing are thorough product analysis, studying consumer properties and competitiveness of herbal remedies, clear market segmentation with the delineation of certain groups of patients treated with herbal remedies, in particular, herbal preparations (pregnant women, pensioners etc.), deepening the emphasis on the positive disadvantages of herbal preparations (environmental friendliness, affinity with the human body, mildness and duration of action etc.), expanding information among the population, doctors and pharmacists about the evidence base of the effectiveness of herbal remedies and their assortment.

Conclusions. Marketing tools are able to create a trend of herbal preparations in Ukraine.