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**MARKETING RESEARCH OF THE DOMESTIC MARKET OF RAW
MATERIALS AND DIETARY SUPPLEMENTS BASED ON
REPRESENTATIVES OF THE GENUS *ONOPORDUM* L.**

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Problem statement. One of the important issues of today is the preservation of the health of the population. One of the key places in solving this problem is occupied by phytotherapy and, accordingly, herbal medicines.

Given the situation in our country, the search for new accessible sources of plant BAS is particularly relevant. Weeds in this regard have a number of advantages: unpretentiousness to environmental conditions, easy reproduction, a significant number of seeds, etc.

The *Asteraceae* family is one of the largest genera in the family of the *Angiosperms* department in terms of their assortment. One of the domestic malicious weeds is the prickly tartar *Onopordum acanthium* L. family *Asteraceae*, subfamily *Carduoideae* (*Lactucoideae*), tribe *Cardueae*, subtribe *Carduinae*, genus *Onopordum* L., and section *Onopordum*.

Since the mid-20th century, the raw material of *Onopordum acanthium* (roots, grass, leaves, inflorescences, fruits) has been carefully studied from the point of view of preventing its spread as a weed, cultivation, chemical composition, aspects of the biological activity of the obtained substances, etc.

Onopordum acanthium is a weed widespread in countries all over the globe. The chemical composition has been studied quite deeply. Thus, the raw material contains up to 0.005% alkaloids, sesquiterpene lactones (including arctiopicrin), saponins, hydroxycinnamic acids, coumarins, flavonoids, vitamins (vitamin C), polysaccharides, amino acids, bitterness. The seeds contain up to 35% fatty oil and compounds that are structurally close to the BAS of milk thistle.

The BAS action of this plant is positioned as diuretic, cardiogenic, anti-inflammatory, cytoprotective, antimicrobial, tonic.

Aim. Analysis of the modern pharmaceutical market of Ukraine in terms of the availability of raw materials of representatives of the genus *Onopordum* and dietary supplements based on it.

Research methods. We used scientific databases, such as PubMed, ScienceDirect, Mendeley, ResearchGate, and Google Scholar, as well as marketplaces rozetka.ua, prom.ua, bigl.ua, kasta.ua.

The main content of the study. The plant is unofficial in Ukraine. The pharmaceutical market of Ukraine is mainly represented by plant raw materials, the source of which is *Onopordum acanthium*. First of all, this is grass (NarodFarma, Planeta trav, SoyuzAfghan, Sednivski travy, TM Chlorophytum, Green Mile, Green Pharmacy Borovika, Living Pharmacy, Biotus), as well as inflorescences (baskets) (Phytoskrynka, Agrovector, TM Chlorophytum,) and fruits (Master Sem, Planeta trav TM Ogorod). Extracts from raw materials *Onopordum acanthium* are part of the complex phytopreparations "Vakulin", "Polynorm", "Sudinoton" TM "Green Pharmacy of the Planet of Health". Also, the Green Pharmacy of Borovyka offers: phytotea No. 115 "Lymphatic" (an auxiliary remedy for lymphostasis, lymphedema, lymphadenitis, lymphangitis, edema of various origins, after operations and infectious diseases), phytotea No. 7 "For gout" (for gentle natural excretion of uric acid salts and reducing discomfort in the joints), M. Pause phytocomplex for menopause premenopause menopause postmenopause CHOICE. The pharmaceutical market contains dietary supplements containing raw materials or extracts of prickly pear: Polyenzyme-7 General strengthening and toning formula" (Green-Visa) increases the vitality of the body; medicinal collection from smoking powder Easy No Smoke No Brand, tablets "Healthy skin from fat" Tibetan Formula, anti-inflammatory ointment for joints Valgusan formula Tibet Tibetan Formula.

Conclusions. Plant raw materials of representatives of the genus *Onopordum*, in particular, *Onopordum acanthium*, are promising in terms of further pharmacognostic study for the creation of new substances with a relevant focus of action on its basis.