

## **MARKETING RESEARCH OF DRUGS CHOLERETIC ACTION**

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Literary sources indicate that among hyper-endemic diseases disease of the biliary system is one of the leading and well represented in all age groups.

There is an increase in the number of patients with cholelithiasis utilities, the increase in prevalence in 10 years is 97.5% according to the Center for Health Statistics of the Ministry of Health of Ukraine, Primary cause of the disease is the image and the human condition and the environment, genetic predisposition and operation of healthcare facilities.

The most common treatment of gallstone disease is associated with hospitalization and high cost. Each year, the world is made of more than 2.5 million transactions in the biliary tract.

One of the alternative methods of treatment involves the use of drugs that are natural and synthetic drugs.

Nowadays herbal medicines are gaining popularity. Made from herbal medicinal herbs have a wide range of therapeutic action of gradual, slow development of therapeutic effect , high bioavailability, patients can be used for a long time. Their action is not only aimed directly at treating disease, but also to protect and strengthen the organism as a whole.

The aim of our work is to conduct market research drugs choleretic action.

Market research of pharmaceutical market drugs choleretic action were conducted.

It was shown that the majority of range choleretic drugs is formed by foreign producers, they accounted for 62% and 38% domestic take.

The countries importing drugs of the research group were installed .

Proved that among the drugs choleretic action, a tablet is the most common dosage form, their share is 55%.

Prevalence manufacture of tablets due to a number of well-known advantages over other dosage forms: ease of use and storage, dosing accuracy, the ability to combine incompatible physical and chemical properties and therapeutic effect of drugs, portability, etc.

The results of the marketing analysis allowed to prove the feasibility of establishing a combined medicinal products based on vegetable raw materials with a wide range of therapeutic actions that have a high performance, quality and availability to the general public.