

Analysis of trends and prospects for pharmaceutical market development

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The purpose of the paper is to investigate the theoretical essence and features of the drug market in Ukraine, identify the main problems, trends and prospects of the industry.

The statistical analysis of structural changes in the economic indicators of the market of medicinal preparations in the dynamics, in particular the total number of manufacturers, pharmacies and pharmacy points, is carried out. The structure of sales of medicines in Ukraine is investigated.

The current state of the market and its development tendencies are analyzed, the forecast of volumes of sales of medicinal products for the next year is developed, and the project on improving the functioning of the Ukrainian medicines market is proposed.

From an economic point of view, the pharmaceutical market is the relationship between actors involved in the exchange or implementation of pharmaceutical services. According to the functional approach, the drug market is part of the consumer goods and services market, which has certain characteristics that affect its organization.

In the current state, the pharmaceutical market of Ukraine is complex and multi-level with high growth rates of production and sales. Drug prices will increase due to the rising dollar exchange rate, and rising prices for raw materials. One of the reasons for such growth is the particularity of drugs that meet the specific needs of consumers, the demand for which increases regardless of economic, social and other factors.