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MARKETING ANALYSIS OF THE KAZAKHSTANI PHARMACEUTICAL MARKET OF DRUGS CONTAINING SAGE

The article presents marketing review of sage preparations, presented by various dosage forms of the pharmaceutical market in Kazakhstan. Established data on segmented analysis by type of dosage form and manufacturer. The results of the content analysis of trade names, assortment by manufacturing country, company, dosage form have revealed the relevance of developing soft dosage forms based on sage, as well as the need to expand the range of domestic products based on plant materials.

Keywords: drugs, pharmaceutical market analysis, dosage form, sage preparations

Introduction.

In recent years, has been observed a significant increase in production in the pharmaceutical industry of Kazakhstan - the volume of output by domestic manufacturers amounted to 42 billion tenge. One of the priority factors in the choice of raw materials for the development of drugs is the efficiency and safety of raw materials, as well as its availability [1]. The territory of Kazakhstan is rich of natural resources, including plant. Flora of Kazakhstan surprises with rare species of plants; here, shrubs and valuable medicinal herbs specific for semi-deserts and deserts grow, many of which have pronounced biological activity [2,3]. The number of higher plants of Kazakhstan in various botanical sources varies from 5.5 to 6 thousand species, 1067-1118 genera and about 160 families [2,4,5]. From the point of view of practical use in medicine a great interest represent species of the genus *Salvia L.* (Sage). In Kazakhstan, grows 8 species of sage [2]. However, despite the widespread prevalence of sage in Kazakhstan, plant raw materials are not in high demand among domestic producers due to the fact that sage is purchased outside of Kazakhstan. All types of sage are valuable for humans, each is individual as in the content of essential oil as in its possible use like a medicinal raw material [6]. Sage is highly recommended for purulent cough, asthma, flu, scurvy, suffocation, hoarseness and colds, tuberculosis [7-9]. Sage essential oil has antioxidant, antibacterial, antifungal, anti-inflammatory and antiviral activity and high wound healing ability [10].

The aim of the work is to conduct a comparative analysis of Kazakhstani pharmaceutical market of drugs containing sage, to determine the proportion of domestic drugs, to determine the most prevailing dosage form.

Materials and research methods: statistical data of the Kazakhstani market for drugs containing sage, content analysis, logical, structural, comparative, graphic and marketing analysis methods.

Results and discussion.

According to the results of segmentation analysis by production sign was established the prevalence of the proportion of drugs containing sage: foreign production - 75 items (87%), the rest - 11 items (13%) of domestic production (Figure 1). Kazakhstani manufacturers of drugs containing sage and dietary supplements based on sage are Leovit LLP and Zerde-Fito LLP.

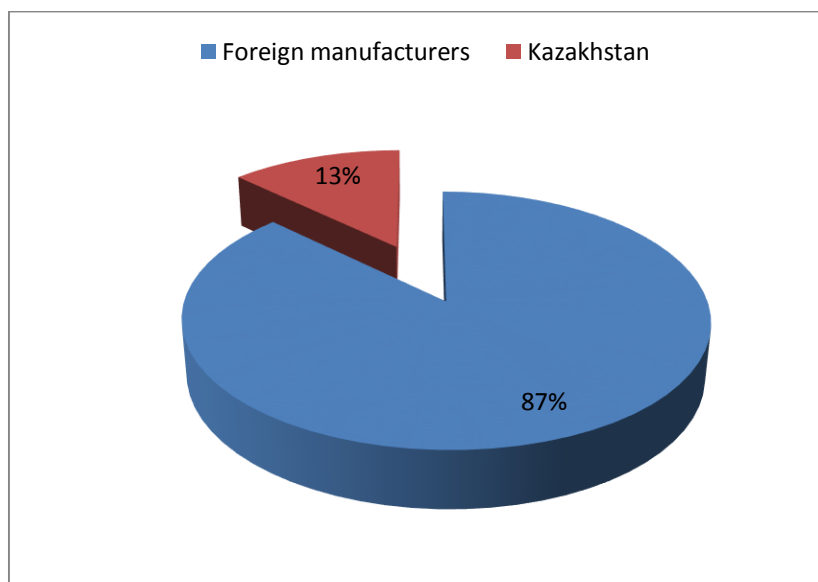


Figure 1 - Market share of Kazakhstan manufacturers for the production of sage preparations

During the analysis it was revealed that the pharmaceutical market of drugs containing sage is represented by 86 names (Table 1).

Table 1 - Analysis of the assortment of medicines containing sage by manufacturing countries

Manufacturing countries	Amount of assortment, items	Share, %
Russia	47	54,65
Kazakhstan	11	12,79
Germany	9	10,46
Poland	4	4,65

Netherlands	3	3,48
Switzerland	2	2,32
Ukraine	1	1,16
Austria	1	1,16
Canada	1	1,16
China	1	1,16
Belarus	1	1,16
Slovakia	1	1,16
France	1	1,16
Czech Republic	1	1,16
Italy	1	1,16
Spain	1	1,16
Total	86	100

As follows from the table. 1, the sage containing drug market is represented by products from 16 manufacturing countries. The leaders in the production of this group are: Russia 47 items (54.65%), Kazakhstan 11 items (12.79%) and Germany 9 items (10.46%).

According to the study, it was found that drugs containing sage are available in various dosage forms (Figure 2).

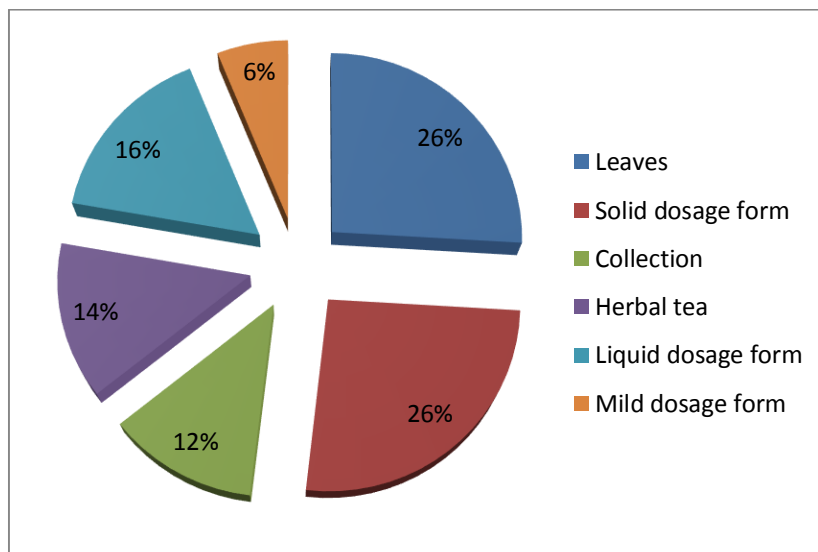


Figure 2 - Dosage forms of preparations containing sage from all manufacturing countries

From the figure it follows that the largest share in the total nomenclature is taken by solid dosage forms (26%) and leaves (26%), followed by liquid dosage forms 16% and herbal teas 14%. The least common dosage form is a mild dosage form and accounts for 6% of the total.

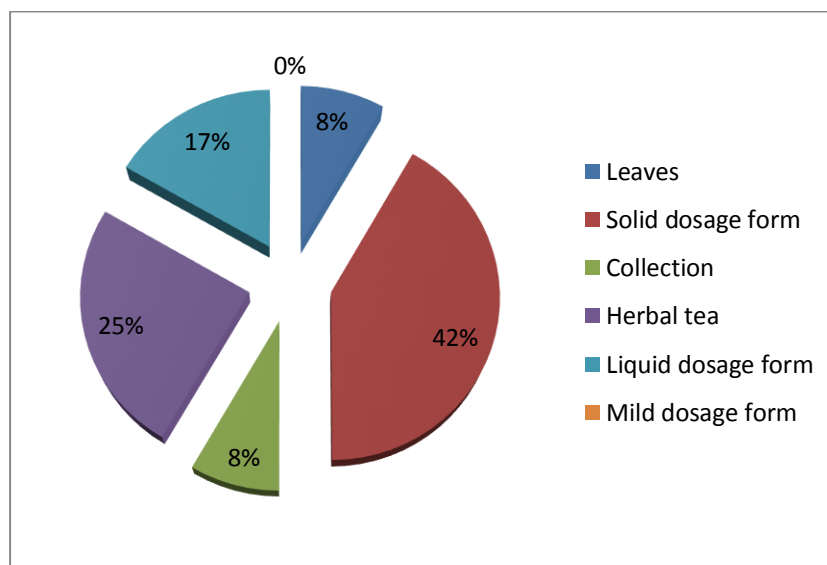


Figure 3 - Dosage forms of preparations containing sage of Kazakhstan production

Figure 3 shows that mild dosage forms containing sage in Kazakhstan have not been developed. In Figure 2, only 6% of the total share is in mild dosage forms, of which the countries producing the ointment containing sage are the Czech Republic (Dr. Popov), Spain (Scala Dei) and Italy (Xeniya Global).

Conclusions.

Based on the analysis of Kazakhstani pharmaceutical market it was revealed that the market is represented by 86 names of sage-containing drugs; most of the preparations are available in solid dosage form, it has also been established that in Kazakhstan the leading domestic manufacturer of solid dosage forms is Leovit LLP, and the manufacturer of dosage forms in the form of leaves and herbal teas is Zerde-Fito LLP. Using the analysis, it was possible to determine that in the pharmaceutical market of Kazakhstan, mild dosage forms containing sage are not developed, despite the fact that the reserves of sage in Kazakhstan are quite large and affordable. Studying the pharmaceutical products presented on the pharmaceutical market we can conclude that the issue of creating mild dosage forms containing sage is quite relevant.

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ФАРМАЦЕВТИКАЛЫҚ НАРЫҚТА ҚҰРАМЫНДА ШАЛФЕЙ БАР ҚАЗАҚСТАНДАҒЫ ДӘРІЛІК ЗАТТАРҒА САЛЫСТЫРМАЛЫ ТАЛДАУ

Түйін: Басылымда Қазақстан Республикасының фармацевтикалық нарығының әртүрлі дәрілік формалары ұсынылған шалфей дәрілеріне маркетингтік шолудың нәтижелері келтірілген. Мөлшерлеу түрі мен өндірушілер бойынша сараланған талдау туралы мәліметтер орнатылды. Сауда атауларының мазмұнын талдау нәтижелері бойынша және де өндіруші елдер, фирмалар, дәрілік формаларды сұрыптау нәтижесінде шалфей негізінде жұмсақ дәрілік формаларды жасаудың өзектілігін көрсетті. Сонымен қатар өсімдік материалдары негізінде отандық өнімдердің түрлерін кеңейту қажеттілігін анықтады.

Түйінді сөздер: дәрі-дәрмектер, фармацевтикалық нарықты талдау, дәрілік формасы, шалфей препараттары.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ФАРМАЦЕВТИЧЕСКОГО РЫНКА ЛЕКАРСТВЕННЫХ СРЕДСТВ КАЗАХСТАНА, СОДЕРЖАЩИХ ШАЛФЕЙ

Резюме: В публикации представлены результаты маркетингового обзора лекарственных препаратов шалфея, представленных различными лекарственными формами фармацевтического рынка Республики Казахстан. Установлены данные по сегментированному анализу по видам лекарственной формы и по производителям. Результаты контент-анализа торговых наименований, ассортимента по странам-производителям, фирмам, лекарственным формам позволили выявить актуальность разработки мягких лекарственных форм на основе шалфея, а также необходимость расширения ассортимента препаратов отечественного производства на основе растительного сырья.

Ключевые слова: лекарственные препараты, анализ фармацевтического рынка, лекарственная форма, препараты шалфея