

## SECTION 3. PHARMACEUTICAL SCIENCE: THE PRESENT AND THE FUTURE

DOI <https://doi.org/10.30525/978-9934-26-514-3-24>

### MARKETING RESEARCH OF THE MARKET OF PSYCHOTROPIC DRUGS

### МАРКЕТИНГОВЕ ДОСЛІДЖЕННЯ РИНКУ ПСИХОТРОПНИХ ПРЕПАРАТІВ

**Hrushkovska D. T.**

*Candidate of Pharmaceutical Sciences,  
Associate Professor,  
Associate Professor at the Department  
of Pharmacy Organization and  
Economy  
Danylo Halatsky Lviv Medical  
University  
Lviv, Ukraine*

**Грушковська Д. Т.**

*кандидат фармацевтичних наук,  
доцент,  
доцент кафедри організації і  
економіки фармації  
Львівський національний медичний  
університет імені Данила Галицького  
м. Львів, Україна*

**Sadova-Chuba Z. T.**

*Candidate of Medical Sciences,  
Assistant at the Department of  
Anesthesiology and Intensive Care  
Danylo Halatsky Lviv Medical  
University  
Lviv, Ukraine*

**Садова-Чуба З. Т.**

*кандидат медичних наук,  
асистент кафедри анестезіології та  
інтенсивної терапії  
Львівський національний медичний  
університет імені Данила Галицького  
м. Львів, Україна*

**Introduction.** Previous researches and the bitter experience of other countries affected by armed conflicts show that at least one in five people will have negative consequences for mental health, and one in ten will experience these consequences at the level of moderate severity or severe illness. In recent decades, much attention has been paid to mental health problems around the world, primarily due to their high prevalence and medico-social consequences, which leads to an increase in demand for psychotropic drugs. Therefore, it is advisable to conduct a marketing research of psychotropic drugs, the results of which will make it possible to establish trends in the development of the market of the investigated group of drugs and assess the mental health of young people in wartime.

**Objective.** To substantiate a set of measures to optimize the provision of psychotropic drugs to the population based on marketing research and to conduct a questionnaire survey on the mental health of young people in wartime.

**Materials and Methods.** Official legal documents, scientific articles and publications, information search method, statistical and graphical methods, questionnaire survey.

**Results.** According to the ATC classification system, drugs used to treat mental disorders belong to the groups N05 “Psycholeptic drugs”, N06 “Psychoanaleptics”, and N03 “Antiepileptic drugs”. We analyzed group N06 Psychoanaleptics in more detail. As of today, 458 drugs of this group are registered in Ukraine. According to the ATC classification, group N06 is divided into 3 subgroups: N06A “Antidepressants” (44%), N06B “Psychostimulants, agents for use in attention deficit hyperactivity disorder (ADHD), and nootropics” (37%) and N06D “Agents for use in dementia” (19%). Of these, almost half are produced in Ukraine (48% (220 items)). Domestic manufacturers of psychoanaleptics are represented by 22 plants. The leaders are: FC “Zdorovya” – 24% and LLC “Interchem” – 13%. These statistics indicate a significant market volume of psychotropic drugs in the country and a constant need for their access to patients. The analysis by dosage form showed that solid dosage forms prevail – tablets 57% and capsules 22%. Liquid dosage forms account for only 21% of the market.

An anonymous questionnaire survey was conducted to assess the mental health of young people during the war. The survey on general mental health revealed that most respondents have psychological problems. A quarter of respondents noted cases of panic fear (panic attack). This may indicate the influence of external factors (air raids, sounds of explosions, worries about their relatives and other factors caused by the war).

**Conclusions.** The results of the study indicate an increase in demand for psychotropic drugs, especially as a result of martial law in Ukraine, which has led to an exacerbation of mental problems in many people, as well as the need for pharmaceutical companies to improve their marketing strategies to ensure effective distribution of the studied group of drugs.