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DEVELOPMENT, MAIN
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TRENDS IN THE DEVELOPMENT OF SALES ACTIVITIES OF MODERN PHARMACEUTICAL ENTERPRISES

In modern conditions, due to the growth of the world population and demographic changes, the world demand for pharmaceuticals is constantly growing.

Modern scientific achievements in the field of medical chemistry, pharmacology, pharmaceutical technologies and biotechnology, scientific developments ensure the accelerated development of the pharmaceutical industry. In the countries of the European Union, the pharmaceutical industry has turned into one of the most important levers of global growth. However, there is a trend of increasing prices for pharmaceutical drugs, as their production is science-intensive and requires significant resources.

According to IMS Health, global spending on the development of the pharmaceutical sector in 2021 is 1.5 trillion. dollars and, to a large extent, due to the introduction of industry innovations, which is best evidenced by the high number of new approved medicinal products in the EU countries. More than 400 new pharmaceuticals – an average of 37 per year – are authorized by the European Medicines Agency for use in the countries of the European Union.

The development of industrial pharmaceutical enterprises in the modern world is also accelerated, since pharmaceuticals is one of the most high-tech branches of the economy.

The defining trend is the development of new directions – eco-pharmacy and social pharmacy, which combine the goal of creating high-quality, safe and affordable medicines [1–3].

Personalized medicine has also become a new trend and a basis for the implementation of targeted and rational pharmacotherapy [4].

Representatives of pharmaceutical companies are convinced that the increase in the cost of pharmaceutical drugs is justified. Analysts of the pharmaceutical market currently estimate that EUR 1.9 billion is needed to bring a new drug to the market.

According to the Center for Drug Development Research in Boston, industry research funding in Europe amounts to more than 30.9 billion euros – approximately 3% of total revenue [4; 5].

The turnover in the industrial sector of the pharmaceutical industry of the European Union countries has increased to 1 trillion euros, the strategy for the development of sales activities has its critics, since the prices of innovative drugs in the European Union countries have increased.

The pharmaceutical sector of EU countries benefits economically from advanced research and development facilities, long traditions in production and a diversified system of large corporations, as well as small and medium-sized enterprises.

At the same time, the market for insurance services in European countries is being improved to reimburse patients.

Therefore, the leading trend is to increase the production volume and assortment of pharmaceutical preparations and their supply to the global pharmaceutical market; increasing the amount of investment in pharmaceutical production, at the same time, the key trend of sales activities is to ensure sufficient positioning of pharmaceuticals in the wholesale and retail segments of the market and their availability to patients.

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