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**ICEST-II 2021:**  
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**«STATE AND DEVELOPMENT PERSPECTIVES OF THE PHARMACEUTICAL  
SUBSTANCES MARKET IN THE RUSSIAN FEDERATION»**

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# Problem statement



A number of problems must be solved for the development of a pharmaceutical industry enterprise. The most significant of these is: in Russia, there is a technological lag in production capacities in comparison with the world's leading manufacturers of medicines. Domestic enterprises experience a shortage of their own working capital (the turnover of production of substances is 150-180 days), and price regulation complicates the attraction of the required amount of financial resources for the development of production, this, in its turn, contributes to a reduction in wages, a decrease in the prestige of the profession and technological re-equipment of production.

# Solution methods



- We developed a clear algorithm for marketing research:
- I. Annotation of the research. There should be a description of the purpose, subject and period of the research, choice of tasks and methods (theoretical research, method of expert assessments, interviews, etc.).
  - II. Formation of the research d
  - III. Processing and analysis of research results. The following methods are used to process the collected marketing information: frequency distribution, graphical presentation of the market, distribution of a variable, calculation of statistical indicators — arithmetic mean, variation, variance, factor analysis, cluster analysis, trend analysis, etc.
  - IV. Formation of conclusions and recommendation.



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# Conclusions

According to DSM GROUP, the market of pharmaceutical substances in the Russian Federation in 2021 will grow due to the production of vaccines to fight the new virus.

At the same time, a number of unresolved problems remains. First of all, this is the presence of outdated and worn out equipment, lack of investment resources for research work. There is also a certain inequality for domestic and foreign manufacturers, which consists in the absence of control over the production of foreign enterprises. Inequality of requirements is also observed in matters of quality assurance of pharmaceutical substances. As a result, cheap and low-quality imports flooded the Russian market.

The presence of state support is gradually leading to a change in the pharmaceutical substances market. The governmental program "Development of the pharmaceutical and medical industry" until 2025 will make it possible to annually increase the production of domestic pharmaceutical products at the level of 10-14% and bring the market share of the use of produced domestic substances to 40-50%. The presented forecasts are largely optimistic, and their implementation will also depend on global manufacturers of pharmaceutical substances and their pricing policy.



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