

Marketing Analysis of Medicines Ivermectin, Clozantel, Iversantaplus

Farmonov N. ¹, Omonov Sh. K. ², Rakhmadullaev H. R. ³

Abstract: Through this topic, marketing of ivermectin, clozantel, iversantaplus containing antiparasitic substances used in the veterinary field of Uzbekistan was analyzed.

Keywords: Marketing research, market assessment, State Register, antiparasitic drugs, ivermectin, closantel, iversantaplus.

Introduction. The marketing analysis of the veterinary drugs ivermectin, clozantel, iversantaplus containing antiparasitic substances registered in the Republic of Uzbekistan was conducted based on the State Register (2019-2021). Based on the results of the conducted research, it was shown that the demand for antiparasitic drugs in veterinary practice is increasing year by year. Many countries produce these drugs, including Uzbekistan, China, Russia, the Netherlands, Spain, and other similar countries.

Relevance of the topic. Today, the livestock of the population is constantly disturbed by various external and internal parasites. As a result, the peace of livestock is disturbed, their productivity is sharply reduced, their general condition deteriorates, they become emaciated and in a very sad condition. If measures are not taken, parasites can multiply excessively and even lead to the death of the animal. In addition, various mosquitoes, ticks and other blood-sucking parasites are carriers of dangerous infectious diseases. For example, teleriosis, baby biosis, malaria, and similar dangerous diseases can be transmitted from the body of a sick animal to another healthy animal. For this reason, it is required that a serious fight against these parasites be carried out. The main reason for the increase of these parasites is climate (weather) change, that is, as a result of a hot, dry climate, parasites are multiplying rapidly. Another important reason is lack of hygiene. Because the internal parasites of animals, such as roundworms, tapeworms of cattle, worms, facilirosis, and eggs of several other parasites, enter the external environment with animal manure and develop. The manure is mixed with the plants as a fertilizer, and as a result, the parasites re-enter the organism of the animal that ate the grass and develop. Therefore, before using contaminated animal manure as a fertilizer, it is necessary to thoroughly disinfect the manure with chemicals. Today, the demand for these drugs has increased not only in our country, but also in many other countries. Therefore, the production of these drugs has been started in several pharmaceutical factories of our country. In addition, the import of these drugs to our country from countries with a well-developed pharmaceutical industry, such as Russia, Spain, and the Netherlands, is also increasing.

It is known that marketing analysis is one of the main indicators when choosing a research direction for drug development. In a broad sense, marketing consists of collecting and processing information based on research, and includes analysis of the pharmaceutical market based on scientific methods. In the block of marketing research of drugs, the main directions are to study the assortment, to calculate its percentage, to analyze the growth dynamics, active substances, pharmacotherapeutic groups, manufacturers, etc.

¹ Associate professor, Samarkand State University of Veterinary Medicine, Livestock and Biotechnology, Department of Veterinary Pharmacy

² Assistant, Samarkand State University of Veterinary Medicine, Livestock and Biotechnology, Department of Veterinary Pharmacy

³ Master, Samarkand State University of Veterinary Medicine, Livestock and Biotechnology, Department of Veterinary Pharmacy



These studies are aimed at analyzing the assortment of drugs available in the pharmaceutical market of the Republic of Uzbekistan and used in veterinary practice in the development of drugs such as ivermectin, clozantel, and iversantaplus used against external and internal parasites.

Purpose of work. These studies are aimed at determining the effectiveness of ivermectin, clozantel, and iversantaplus drugs in the pharmaceutical market of the Republic of Uzbekistan for veterinary services, and determining their popularity in the pharmaceutical market.

Research results and their discussion. At the initial stage of the research, the reasons for active and passive sales of ivermectin, clozantel, and iversantaplus injection drugs, which are considered effective drugs against external and internal parasites, during the 1-month sale in the veterinary pharmacy were considered.

In the first 10 days of the study, an average of 300 units of all three drugs were sold, of which 45%, i.e. 135, corresponded to the drug ivermectin, 30%, i.e. 90 to the drug clozantel, and 25%, i.e. 75 to the drug iversantaplus.

In the next 20 days, 740 drugs were sold, 42% (315) were ivermectin, 32% (240) clozantel, and 26% (195) iversantaplus.

It can be seen that ivermectin is more demanded than both drugs. I asked the pharmacist what was the main reason, and he said that people are used to it, and even if I recommend a new drug, many people ask for ivermectin. Clozantel is sold in second place, it has a two-way effect on external and internal parasites, which is more effective than other drugs, because most antiparasitic drugs act in one direction. The lowest selling drug was iversantaplus because it is newer and more expensive than the others.

Conclusions: After the observation work, promotion of newly introduced drugs among the population, preparation of commercials in a more interesting and attractive way. In practice, it is necessary to increase competition by increasing the number of production plants in order to make prices affordable.

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