

Analysis of The Sale of Adaptogenic Drugs in The Republic of Uzbekistan

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Abstract: This article provides an in-depth analysis of the sales of adaptogenic drugs in the pharmaceutical market of Uzbekistan for the period 2021-2024. Key trends, changes in the market structure, the dynamics of the range of pharmaceutical forms, pricing policy, and further development prospects were studied. Special attention was paid to import dependence, localization of production, and the introduction of new technologies. The presented data are visualized in the form of diagrams and graphs.

Keywords: Adaptogenic drugs, pharmaceutical market, import substitution, dosage forms, local production, marketing strategy, innovation, state support.

Introduction: Adaptogenic drugs contribute to increasing the body's resistance to physical, mental, and emotional stress. They are widely used in medicine to correct conditions caused by stress, fatigue, and decreased immunity. [1] In Uzbekistan, the adaptogen market has long been dependent on imported supplies, which has affected their availability and cost. However, in recent years, there has been a trend towards developing local production, which contributes to reducing dependence on foreign manufacturers and increasing the availability of medicines for the population. [2] This work is aimed at studying the dynamics of the adaptogenic drugs market in the country for the period 2021-2024

Relevance. The relevance of this topic lies in several key aspects:

1. Growing demand for adaptogenic drugs - the population is increasingly favoring natural and safe methods of maintaining health, which increases interest in adaptogens.

2. Import dependence and the need for local production - reducing the share of imported drugs and developing the national pharmaceutical sector will help improve the availability and reduce the cost of adaptogens for consumers. [3]

3. State support for pharmaceuticals - Uzbekistan is experiencing active development of the pharmaceutical industry, including import substitution programs and investments in local production. Decree of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev. PF-13 January 28, 2024:

To accelerate the development of the pharmaceutical industry, significantly increase the volume of attracted investments and exports, as well as ensure the availability of high-quality, safe, and effective medicines for the population. [4]

4. Export potential - the expansion of the Uzbek pharmaceutical market to neighboring countries (Kazakhstan, Tajikistan, Turkmenistan) opens up new business opportunities.

5. The change in consumer preferences - the growing interest in tea mixtures and dry extracts - confirms the trend towards natural dosage forms.

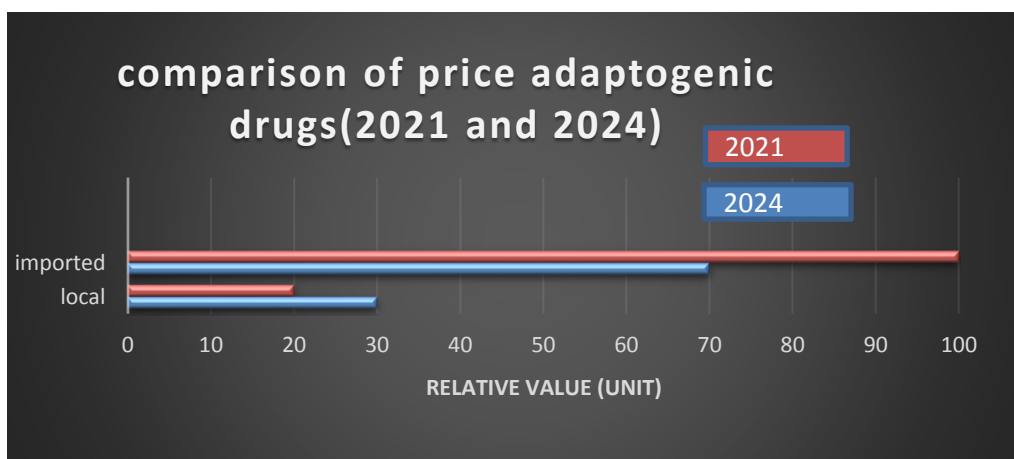
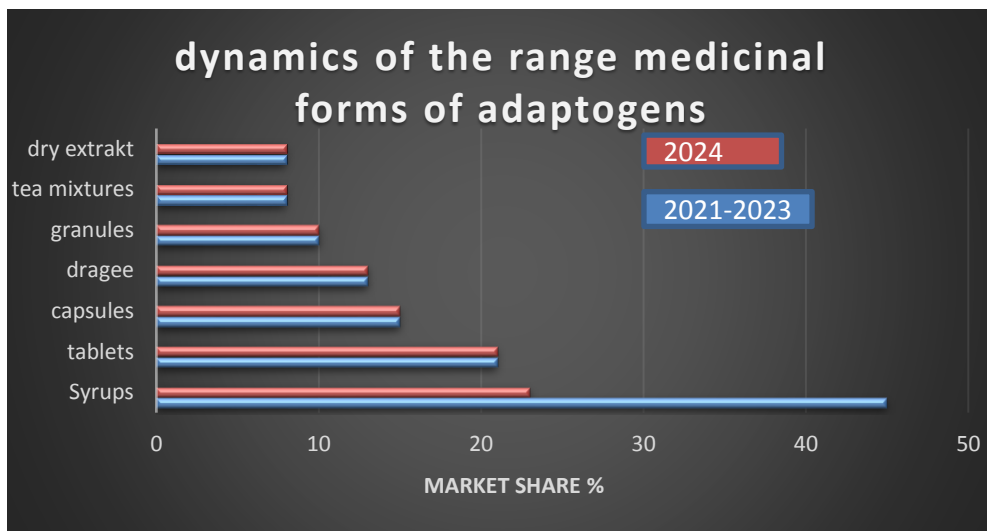
METHODOLOGY

The study is based on the analysis of the State Register of Medicines, open sources, as well as marketing reports of large pharmaceutical companies. Content analysis, comparative analysis, and structural and dynamic analysis of market indicators were used.

Additionally, interviews were conducted with representatives of pharmaceutical companies, industry

experts, and doctors who use adaptogenic drugs in their practice. Based on the obtained data, market development forecasts were made.

According to BusinesStat, the production of medicines in Uzbekistan increased by 3% in 2023 and reached 565 million packages. This trend has also affected the adaptogen segment, which is experiencing a steady increase in demand due to the growing interest in natural preparations.



Main market trends (2021-2024)

Import dependency and local production

- In 2021-2023, imported drugs accounted for 90-91% of the market.
- In 2024, dependency decreased to 76%, which indicates an increase in the share of local production.
- Main supplier countries:

2021-2023: Pakistan (59.1%), India (8.8%), China (14.2%), Germany (7%), Bulgaria (7%), USA (4.8%).

o 2024: India (19%), China (14.2%), Pakistan (14.2%),

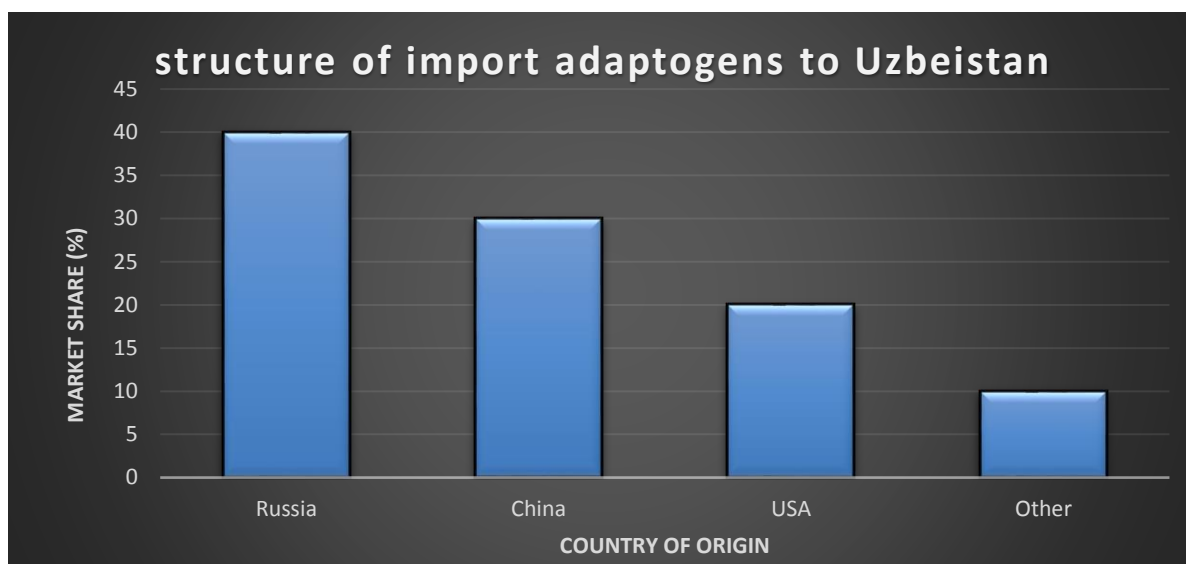
Russia (14.2%), Turkey (4.8%), USA (4.8%).

The market also features foreign brands, such as:

- Imperial Adaptogen (Paradise Herbs) - a complex of concentrated adaptogens.

- Solgar Rhodiola Root Extract is a preparation based on pink radish.

Imported drugs occupy a significant portion of the market, but their cost is higher compared to domestic analogues.



The share of local producers increased from 4% in 2021 to 9.8% in 2024.

- The development of local production is due to government support, the introduction of subsidies for pharmaceutical companies, and investments in the development of pharmaceutical production.

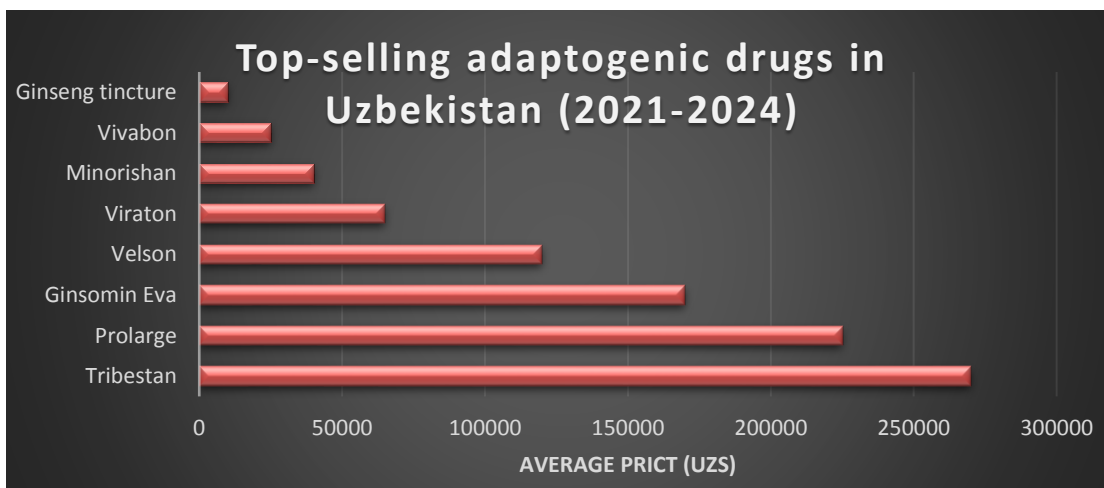
Price policy

- In 2021, imported drugs were 4-7 times more expensive than local ones.

- In 2024, the price gap has decreased, but imported medicines remain more expensive than their local counterparts.

- The average cost of imported adaptogens is 70,000 UZS, while local analogues cost 30,000 UZS.

- The highest price increase was recorded in the plant adaptogen segment, which is associated with an increase in raw material costs and logistics costs.



Dynamics of the range of medicinal forms

Dosage form 2021-2023 (market share) 2024 (market share)

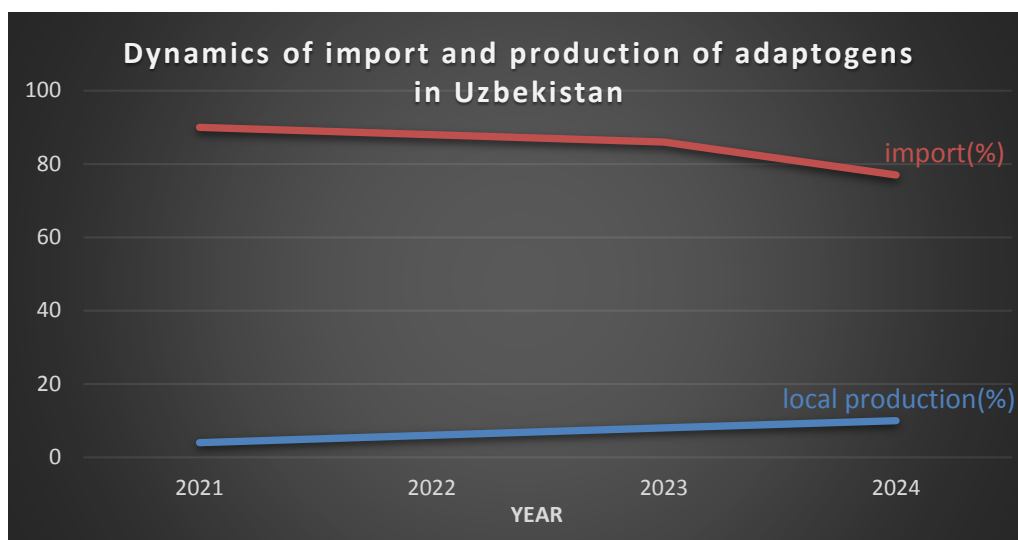
Syrups	45%	23.8%
Tablets	21.4%	21.4%
Capsules	16.6%	16.6%
Dragee	14.2%	14.2%
Granules	9.5%	9.5%

Tea mixtures - 7.1%

Dry extracts 7.1% 7.1%

- The proportion of syrups decreased by 21.2%, which may be related to increased interest in more convenient forms of administration, such as tablets and capsules.

- The popularity of tea and dry extracts is growing, which is due to increased interest in natural medicine.



Pharmaceutical sector development prospects

1. Expansion of local production

- o Development of adaptogens based on local plant raw materials.
- o Increasing investments in the pharmaceutical industry.
- o Improvement of production technological processes.

2. Stimulation of import substitution

- o Support for domestic producers at the state level.
- o Reducing the tax burden for local pharmaceutical companies.

3. Development of export potential

- o Access to the markets of neighboring countries such as Kazakhstan, Tajikistan, and Turkmenistan.
- o Promotion of Uzbek adaptogens at international

pharmaceutical exhibitions.

4. Improvement of marketing strategies

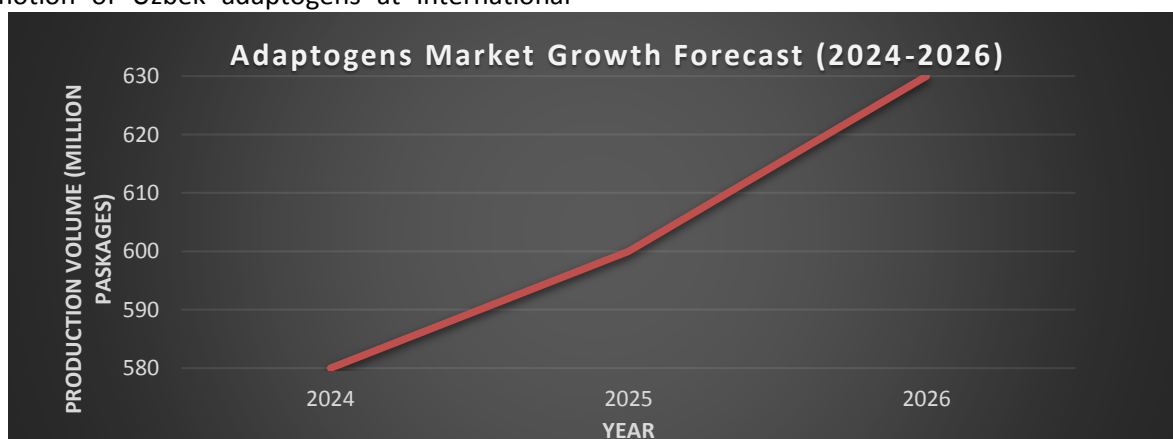
Introduction of loyalty programs for consumers.

- o Conducting information campaigns about the benefits of adaptogens.

Forecast

It is expected that by 2026, the adaptogen market in Uzbekistan will grow by another 10-15%, which will contribute to:

- Increased interest in natural remedies.
- Expanding the range of local producers.
- State initiatives for the development of the pharmaceutical sector.



Graph 4: Growth forecast of the adaptogen market in Uzbekistan (2024-2026)

The market for adaptogenic drugs in Uzbekistan is showing positive dynamics due to the demand for natural products. Local producers are gradually strengthening their positions, but imports remain a

significant part of the segment. In the future, we can expect to increase production and expand the range, which will lead to a decrease in dependence on foreign supplies and an increase in the availability of

adaptogens for the population.

CONCLUSION

During the period 2021-2024, the adaptogenic drug market in Uzbekistan demonstrated a stable trend towards increased local production and reduced import dependence. However, the share of imported drugs remains high (76%), and the price difference between local and foreign adaptogens persists. For further market development, it is necessary to actively stimulate local production, provide state support, and introduce innovations to enhance the competitiveness of Uzbek manufacturers.

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