



ANALYSIS OF THE ASSORTMENT OF BIOLOGICALLY ACTIVE ADDITIVES REGISTERED IN THE REPUBLIC OF UZBEKISTAN

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Relevance: biologically active additives - the same as natural or the same as natural, will be intended for consumption or inclusion in the composition at the same time as biological food. The emergence of biologically active additives was facilitated by unique modern technologies that allow a person to satisfy his need for important substances, for example: vitamins, minerals, extracts of medicinal plants, amino acids, polyunsaturated fatty acids, etc. One of the main reasons for the popularity of biologically active additives today is a serious violation of the structure and quality of the human diet over the past 100 years. The use of biologically active additives is becoming more and more popular, which is explained by the fact that different groups of the population differ in their diet.

Purpose of the study: to study the position of biologically active additives in the pharmaceutical market for assortment analysis for the period 2020-2024.

Materials and methods: one of the marketing indicators that determines the potential of the pharmaceutical market is the assortment analysis of biologically active additives.

Results: at the beginning of the research, a quantitative indicator of BAAs recorded in our Republic was studied based on the data of the agency "OzStandart". Based on the analysis, the recorded number of BAAs in 2020 - 2024 was studied. The results of the analysis show that the number of BAAs recorded has shown high rates in 2021, 2023 and 2024. In the next part of the analysis, the countries producing BAAs in 2024 were analyzed. The results of the analysis showed that we can see the countries of Uzbekistan, Russia, Indochina, China, the United States as the most productive countries of BAAs. In the next part of our analysis, an analysis of registered BAAs on the form of production was carried out. Most of the biologically active additives registered have been found to be in solid form (tablets, capsules, powder and granules). Especially such forms of biologically active additives are made up of biologically active additives produced by local pharmaceutical companies. The forms of biologically active additives produced in foreign countries have shown diversity. Biologically active additives, mainly in the form of capsules, tablets, syrup, powder and phyto tea, were produced by local enterprises. Among the biologically active additives brought from foreign countries— biologically active additives in the form of chewing pills, marmalade, jelly, lozenges, sachet sachets and tiles were observed.

Conclusions: through the analysis of biologically active additives registered in 2020-2024, the number of them registered in 2020-2024 has increased, in accordance with which the number of biologically active additives produced and registered by local enterprises has also increased Despite the fact that most forms of production of biologically active additives registered in 2024 are solid (tablets, capsules, powder and granules), forms of biologically active additives registered by foreign enterprises have been seen to be distinguished by different nebulosity. This indicates that it is advisable for local enterprises to produce biologically active additives not only in solid form, but also in liquid, soft and gaseous forms.