

INTRODUCTION

A trend that has been on a steady rise over the last decade is the growing demand for dietary supplements in the Republic of Moldova. To stand out in the supplement industry, it's extremely necessary to offer true authentic value to the customer, especially in today's saturated marketplace. Thus, to promote these products, specific mixed marketing strategies to apply are advocated. Supplement marketing is the key to reinforce a company's market position and differentiate it from the competition.

Dietary supplements may be placed on the pharmaceutical market in the Republic of Moldova only if they correspond with the provisions of Law no.306 from 30.11.2018 on food safety and of sanitary Regulation on food supplements, approved by Government Decision no. 538 from 02.09.2009. Dietary supplements obey notification and registration procedures, as set out in points 28 - 39 of the previously mentioned Regulation.

AIM OF STUDY

To analyze the local supplement market and to determine a list of marketing strategies for exploring supplement brands for local pharmaceutical companies.

METHODS AND MATERIALS

The list of notified food supplements and the list of those registered in the Republic of Moldova, provided by the National Agency for Public Health were analyzed.

Also, we were evaluating the product assortment of "VitaPharm-Com" company, accessing its site. Obtained data were mathematically processed.

RESULTS

- At present, there are 1966 notified products and 1912 registered products on the supplement market. Among the registered products, the share of local supplements represents 7,58% (n=149) (fig. 1), and among those notified – 7,85% (n=150) (fig. 2).

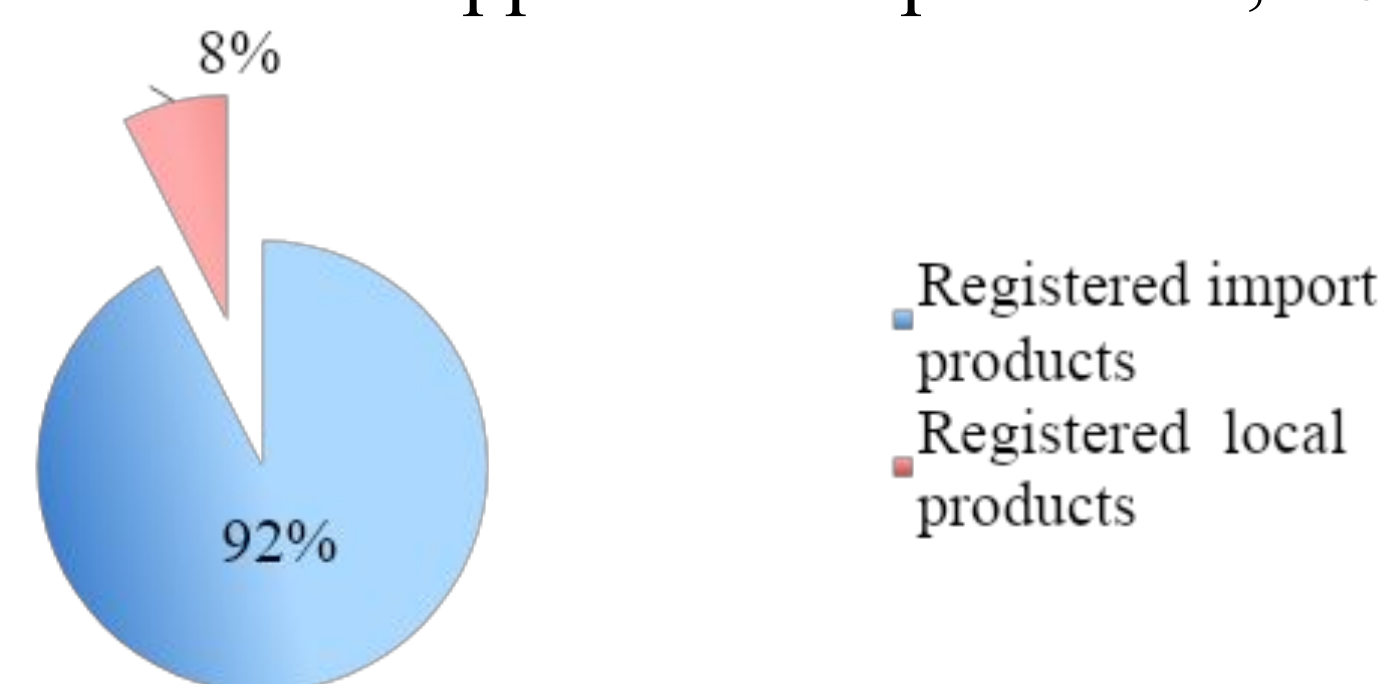


Figure 1. Registered local dietary supplements

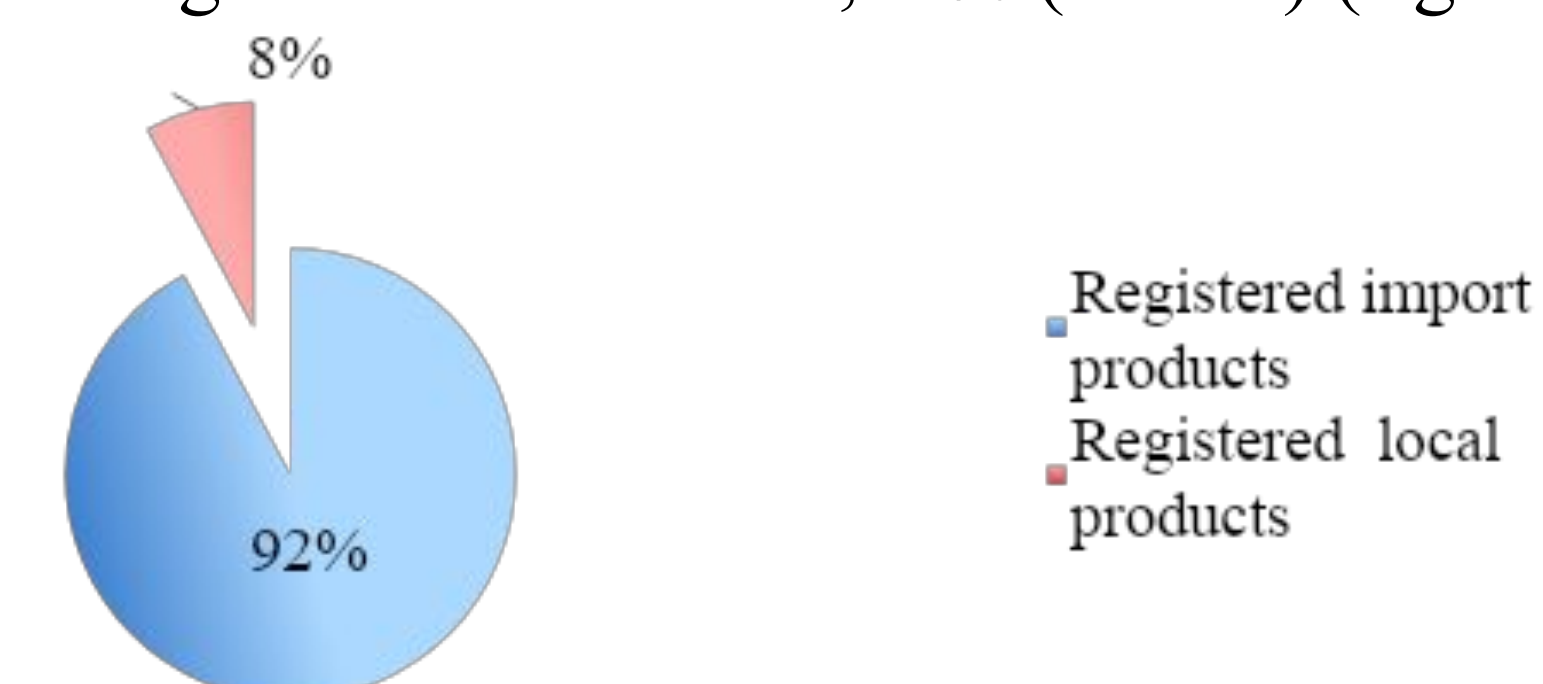


Figure 2. Notified local dietary supplements

- Local manufacturers of food supplements are in a number of **14**, among them **6** manufacturers have in assortment both registered and notified products.
- The largest local food supplements manufacturer is the company "Vitapharm-Com" SRL, owning 32,44% of the supplement market, followed by the companies "Farmaco" SA – 15,05%, "Depofarm" SRL – 12,37%, "Carbolemed" SRL – 12,04%, the rest of companies have market shares below 10%.



Figure 3. Local pharmaceutical firms on the pharmaceutical market in the Republic of Moldova

- VitaPharm-Com's portfolio – well-established products in immunology (), cardiology (), neurology (), endocrinology (), hepatology (), pneumology (), haematology (), rheumatology () and gynaecology ().

CONCLUSION

Vitapharm-Com is a leader in manufacturing food supplements in the Republic of Moldova, based on a range analysis of their products were recommended tips to complement its marketing effort to strengthen its brand profile, that will be researched further.