

STUDYING OF TENDENCIES OF THE REGIONAL MARKET OF HOMEOPATHIST MEDICAL PRODUCTS

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The analysis of the market homeopathist LS in the market of Krasnodar territory is carried out. Regional features of distribution, wholesale and retail homeopathist LS are revealed, sales volumes of 14.4 % from the general commodity circulation are resulted, leading positions LS in the market are established. The ratio foreign and domestic homeopathist LS develops for the benefit of domestic manufacturers. The market homeopathist LS can be characterized as growing.