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## Peculiarities of the functioning of the veterinary drugs and services market

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The article systematises the peculiarities of the functioning of the veterinary services and drugs market and proves the need for a rational combination of market self-regulation with the methods of state administrative and economic regulation. It is established that the market of veterinary services and drugs is characterised by a high level of administrative State regulation. The author reveals the components of the regulatory and legal support for the functioning of the system of veterinary support for activities in the areas of animal health and welfare, veterinary practice, production, circulation and use of veterinary drugs, and circulation of animal by-products. The article describes administrative methods of regulation in relation to: certification of veterinary drugs; licensing of veterinary activities; establishment of rules for the storage and sale of drugd and other animal care products; control over the import of veterinary products.

The list of the main consumers of veterinary services and drugs is highlighted and the conclusion is made about the differences in their purchasing behaviour, which should be taken into account when developing tools for economic regulation of the market under study. The author defines the notins of “veterinary activity”, “veterinary service”, “veterinary drug” and identifies their main groups, the generalisation of which allowed to deepen their essential characteristics. The subjects of the researched market, which form the supply of veterinary services and drugs, are discribed and the main types of their activities are highlighted. The components of the organisational and information block and staffing in the system of rational combination of administrative and economic methods of regulating the market of veterinary services and drugs are described. It is concluded that the mechanism of functioning of the market of veterinary services and drugs is considered as an organic combination of state administrative and economic regulation with mechanisms of market self-regulation, which allows achieving its balance.

**Key words:** veterinary services, veterinary drugs, market autoregulation, administrative state regulation, economic state regulation, subjects of the market.

**Problem statement and analysis of recent research.** The veterinary activity is an important part of the production infrastructure of the agricultural sector, and is a set of interconnected specialised organisations, units, and individual specialists whose activities are focused on providing medical and preventive services, which contributes to the creation of general conditions for improving the economic results of the livestock sector, protecting the population from diseases common to humans and animals. The strategic goal of the veterinary infrastructure functioning is to ensure veterinary well-being which should be considered as the absence of contagious and mass non-contagious animal diseases, including those dangerous to humans, in a certain territory. The internal economic effect provided by veterinary activities is characterised by the result expressed in the absence of actual damage to livestock production, as well as a high level of prevention of potential epizootic threats. In addition, the functioning of the veterinary infrastructure results in an external effect characterised by savings money for the elimination of outbreaks of dangerous animal diseases, a reduction in the incidence of anthropozoonotic diseases and, as a result, a reduction in costs that are not directly related to the object of veterinary services - livestock.

The elaboration of measures to achieve a balanced development of the market of veterinary services and veterinary drugs as an infrastructural service for the agricultural sector of the economy should take into account the social importance of the veterinary medicine, as well as a high level of government influence on its individual segments. That is why, when forming a system for assessing the efficiency of the market of veterinary services and drugs, it is necessary to take into account its goal of ensuring the veterinary well-being of society, which has a positive impact on food security and public health.

The study of scientific publications on the topic under investigation has revealed that native researchers consider the market of veterinary services as "... not just the sale of services, but also the sale of a specific product that meets the needs mainly in ensuring the expanded reproduction of livestock" [1, p. 102]. In addition, the issues of administrative and legal state regulation of the market of veterinary services and drugs [2], existing problems in the development of the market of veterinary services and drugs [3], the impact of the market on the production of high-quality, efficient and competitive products [4] are widely covered.

At the same time, consumer demand for veterinary services and drugs is formed by agricultural enterprises producing livestock products and the population of the country keeping livestock and poultry, as well as small pets. According to experts, the livestock sector suffered significant losses during the war due to the occupation and hostilities, destructions, and outbreaks of epidemics, which led to a reduction in the number of animals in all sectors of the field - poultry, pig production, and cattle breeding [5]. Undoubtedly, such a situation will have a negative impact on the size of the market under study and will require the development of measures to restore demand through the revival of livestock production during the post-war recovery of the country. That is why there is a need to systematise the features of the market of veterinary services and drugs based on current trends in its development.

**The purpose of the study.** The purpose of the article is to justify the need for a rational combination of market self-regulation and instruments of state regulation of the market of veterinary services and drugs and to systematise the peculiarities of its functioning under martial law. For achieving this goal, the following tasks are envisaged: to summarise the mechanisms of functioning of the market for veterinary services and drugs and to characterise its main actors; to reveal the economic and administrative and legal levers of its regulation; to substantiate the priorities and main tasks of the post-war restoration of the market for veterinary services and drugs.

**Material and study methods.** The study was conducted on the basis of a systematic approach, which ensured generalisation of the market participants under study and identification of economic relations between them, as well as the impact of economic and administrative market regulation instruments on its balanced development. The method of system analysis allowed to identify the main organisational and economic problems in the formation of commodity supply and consumer demand, as well as to justify the recommendations for balancing the economic interests of market participants.

The study foresaw the use of the following methods: generalisation of scientific literature, abstract and logical methods for disclosing the theoretical and methodological bases of functioning of the market for veterinary services and drugs; methods of systematisation, logical and structural, and cause and effect analysis to substantiate the functioning mechanism of the

market under study. The monographic method was used to summarise the conclusions on understanding the need for a rational combination of market self-regulation and state regulation of the market for veterinary services and drugs, its components and the interrelations between them.

**Research results and discussion.** Overcoming the crisis situation in the agricultural sector of the economy in the country post-war recovery and creating conditions for sustainable socio-economic development require the development of an effective economic policy aimed at reviving the livestock sector as a main consumer of veterinary services and drugs. In a complex set of priorities, one of the main tasks is to determine the rational ratio of self-regulated and regulated levers of the veterinary services and drugs market, to form a balance between market self-regulation and the role of the state in ensuring favourable conditions for the development of veterinary infrastructure elements and their positive impact on the development of livestock production at specialised agricultural enterprises and households, specialised organisations - i.e. the hippodrome industry and sport horses breeding, pet kennels, zoos, etc.

It is well known that the market economy is a certain system functioning according to objective laws, an integral element of which is market self-regulation, i.e. the interaction of supply and demand affects the volume of production and sale of goods (works, services), prices, level of competition, consumption, and economic feasibility of production. However, foreign and domestic experience proves that the market self-regulation is not omnipotent, is not universal and should be supplemented by the state regulation. This situation requires the study of the problem of combining mechanisms of the economic self-regulation and instruments of the state economic influence on the functioning of the veterinary infrastructure. Obviously, in modern conditions, it is important to strengthen the choice of forms and methods of the state regulation of consumption of veterinary services and drugs, the most adequate to market conditions and those that would take into account the specifics of the veterinary medicine.

The theoretical models of market relations that have been formed to nowadays are based on the market as a system of interconnections of economically independent business entities based on the use of commodity-money relations and competition, the leading role of supply and demand in the formation of markets for goods and services [6]. They differ mainly by the determination of the place and role of the state

in regulating the reproduction process and social relations in society and, accordingly, by the forms, methods and instruments of regulating the market economy.

The state performs regulatory functions using administrative and economic methods. At the same time, the system of the state regulation in market conditions is based on the priority use of economic methods. It is obvious that administrative or direct methods of regulation limit the freedom of choice of a business entity. It should be noted that the market of veterinary services and drugs is characterised by a high level of administrative state regulation.

Nowadays, the relevant regulatory framework for the functioning of the veterinary service system has been developed, namely: the Laws of Ukraine "On Veterinary Medicine", "On Entrepreneurship", "On Licensing of Economic Activities" and the Licensing conditions for veterinary practice have been approved. Thus, the veterinary practice is regulated by the Law of Ukraine "On Veterinary Medicine" [7], which defines the legal and organisational framework for activities in the areas of protection of animal health and welfare, veterinary practice, production, circulation and use of veterinary drugs, as well as the circulation of animal by-products. The Law sets out requirements for the provision of veterinary services; protection of animal health and welfare; production, circulation and use, and disposal of veterinary products; circulation of animal by-products; keeping of farm animals; and the state registration of veterinary medicinal products. In addition, according to this Law, the veterinary practice may be carried out only by veterinary institutions and veterinary specialists on the basis of a relevant licence. This document also sets out the standards for the provision of veterinary medicine specialists.

So, it is necessary to highlight the certification of veterinary drugs; licensing of veterinary activities; establishment of rules for the storage and sale of veterinary drugs and other animal care products; control over the import of veterinary goods from abroad as the administrative and legal instruments for regulating the market of veterinary services and drugs [8].

It should be noted that the state regulation of the veterinary services market foresees the licensing of these activities, which includes permissive actions of the state in a number of areas of veterinary entrepreneurship. Thus, a licence is granted for veterinary treatment and prophylaxis activities, laboratory diagnostic activities, for the production and sale of

veterinary drugs manufactured by specialised enterprises, laboratories as well as for the production and sale of feeds, feed additives, including non-traditional, mineral and vitamin supplements for animals, as well as the sale of drugs for veterinary purposes, biological products, zoo hygiene products and attributes for zooveterinary purposes. It is known that today there is a simplified procedure for obtaining the right to conduct business activities in the field of veterinary medicine by submitting a declaration [9]. Licensing of activities in the field of veterinary services in the country is carried out by the State Service of Ukraine on Food Safety and Consumer Protection.

According to experts, the most advanced procedure in national practice is the certification of veterinary drugs, which was ensured on the basis of appropriate normative and legal regulation of this process. The main task that the certification procedure for veterinary drugs is intended to solve is to ensure the safety and effectiveness of veterinary products [10].

The regulatory documents stipulate that the following products are subject to mandatory certification: veterinary vaccines, serums, blood products and globulins, anatoxins and toxins, allergens, veterinary diagnostics, chemical therapeutic and pharmaceuticals products made from natural raw materials, feed antibiotics and vitamins, enzyme preparations, therapeutic and prophylactic feed additives, nutritive milieus for veterinary medicine, means used for animal reproduction, as well as disinfectants, disinsecticides, deratization products and other means for animal care [11-12].

It is known that the protection of the domestic market of veterinary products is ensured on the basis of licensing of export-import activities, which foresees the import and export of medicines and pharmaceutical substances used in veterinary medicine, as well as certification and registration of imported veterinary products.

It should be noted that in 2023, the National institution of Ukraine on veterinary medicinal products and feed additives was established [13], which is authorised by the State service of Ukraine on food safety and consumer protection to conduct scientific evaluation (examination) of veterinary medicinal products and feed additives. The National institution includes structural units, including laboratories (reference laboratories). The main tasks of this structure are as follows: to carry out scientific evaluation (examination) of veterinary medicinal products for the purpose of their state registration; to carry out scientific evaluation (examination) of feed additives

for the purpose of their state registration; to carry out scientific evaluation (examination) of the relevance and reliability of information submitted by applicants for the simplified state registration of feed additives; to carry out scientific evaluation (examination) of changes in the conditions of production, circulation and use of veterinary medicinal products proposed by applicant; verification of the established maximum permissible contents (levels) of residual amounts of feed additives and/or their metabolites in food products of animal origin; development and edition of scientific (expert) opinions for the the Ministry of Agrarian Policy and food of Ukraine.

At the same time, the economic methods of the state regulation, unlike administrative ones, do not restrict the freedom of entrepreneurial choice. Among them, the following tools should be highlighted: the flexible tax and credit policy, the state budget support for the veterinary drugs and feed industries, which are the most common economic regulation tools that help to intensify investment activity of enterprises and increase their production volumes. We believe that the distinction between administrative and economic methods of state regulation is conditional, but necessary in view of the nature of market relations. Thus, the administrative regulator forces business entities to perform certain actions and has an indirect impact on certain economic processes. For example, the acquisition of the licence to provide veterinary services or certification of veterinary drugs or feed will affect the price level, but indirectly it will also affect the conditions of supply and demand.

It should be noted that the administrative methods of regulation are not adequate to the nature of the market and block the actions of the relevant market regulators, but in practice they are necessary. The administrative methods are used as an instrument of antitrust policy, consumer protection and environmental protection. The existing product quality standards, environmental restrictions, direct bans on the use of hazardous technologies, production of veterinary drugs and feed restrict the freedom of entrepreneurs and are classified as administrative methods of regulation.

The economic methods of regulation directly affect market conjuncture and, through it, indirectly affect producers and consumers of veterinary goods and services. By using the levers of financial and credit, tax, price, investment, and foreign trade policy, the state influences the behaviour of market players: both producers and

consumers, and indirectly it affects production and consumption. It should be noted that in the leading countries of the world there are also various forms of direct state budget support for producers and consumers of veterinary services, drugs and feed.

It is well known that the use of any economic lever requires the prior application of administrative decision made by relevant state authorities, for example, the decision to change tax rates, grant tax benefits, allocate certain amounts and forms of state budget support. That is why there is a need for a rational combination of administrative and economic methods of regulation, although economic methods of regulation are preferable in the market environment.

Summarising the above, we have developed a scheme for the functioning of the market of veterinary services and drugs, which is an organic combination of the state economic regulation and the mechanisms of market self-regulation. However, regarding the specifics of the industry under study, the state economic regulation of the activities related to the provision of veterinary services, and the production and sale of veterinary drugs and feed is of great importance in the economic regulation.

We believe that the state economic regulation should include a direct state influence on economic processes and the creation of conditions that ensure the development of effective market self-regulation of veterinary infrastructure elements. In the system of levers of state economic regulation, the budget support for producers of veterinary drugs and feed is of particular importance. We believe that it is also necessary to provide budget support for livestock producers, which will increase the demand for veterinary drugs and services.

Due to the lack of equivalence in commodity exchange with other sectors of the economy, low investment attractiveness and purchasing power of the population, and a number of other negative factors, the domestic livestock and meat processing industries remain low-margin and unprofitable. Under these conditions, the budget support should gradually compensate for the funds withdrawn by related industries, increase the profitability and solvency of livestock producers, and improve their investment attractiveness.

Summarising the above, we conclude that the provision of veterinary services, production of drugs and feed is a special sector of the country's economy that cannot be considered as a self-regulating system. It requires the state regulation through administrative and economic methods.

Let's take a closer look at the specifics of consumer demand formation for veterinary services and drugs.

According to the researchers, consumers of veterinary drugs and/or services are pet owners, agricultural enterprises specialising in the production of livestock products, who use veterinary services or consume veterinary products for prophylaxis or treatment [14]. Individual consumers of veterinary services are individuals who purchase veterinary products and services exclusively for their own farm animals and poultry, or pets. We believe that this list of consumers of veterinary drugs and services is inclusive, as it is reasonable to add specialised nurseries for breeding certain breeds of domestic and exotic animals, racecourses, animal husbandry centres for sports, rehabilitation, etc. Obviously, these potential consumers in the market under study differ in their purchasing behaviour, as well as in the volume of veterinary services and products purchased, methods of obtaining them, selection criteria, and other characteristics.

Undoubtedly, livestock farms are the largest consumers of veterinary services and products, and there are certain differences in their environment. For example, small farms usually outsource veterinary services, while large specialised livestock farms maintain their own veterinary services. Obviously, the decline in the number of livestock and poultry will have an impact on the demand for veterinary drugs and services.

Thus, the main factors of market demand for veterinary services and drugs include the following: the number and dynamics of livestock owned by households, agricultural enterprises and other business entities; financial and economic condition of animal owners, their purchasing power; losses and damages of animal owners due to inadequate veterinary services; the level of spread of infectious and invasive diseases, the incidence of non-communicable diseases; availability and accessibility of veterinary services; and the efficiency of measures aimed at the stimulation of the demand for veterinary services etc.

In the scientific literature, the veterinary activity is considered as a set of means, tools and measures for artificial insemination of farm animals, provision of medical and preventive services to them in order to prevent diseases and epizootics, disinfection, provision of information for animal engineering and breeding work on the development of highly productive species with appropriate reproductive and breeding qualities, support of innovative technologies for keeping and feeding animals, quality control of finished food products, sale of veterinary products [15].

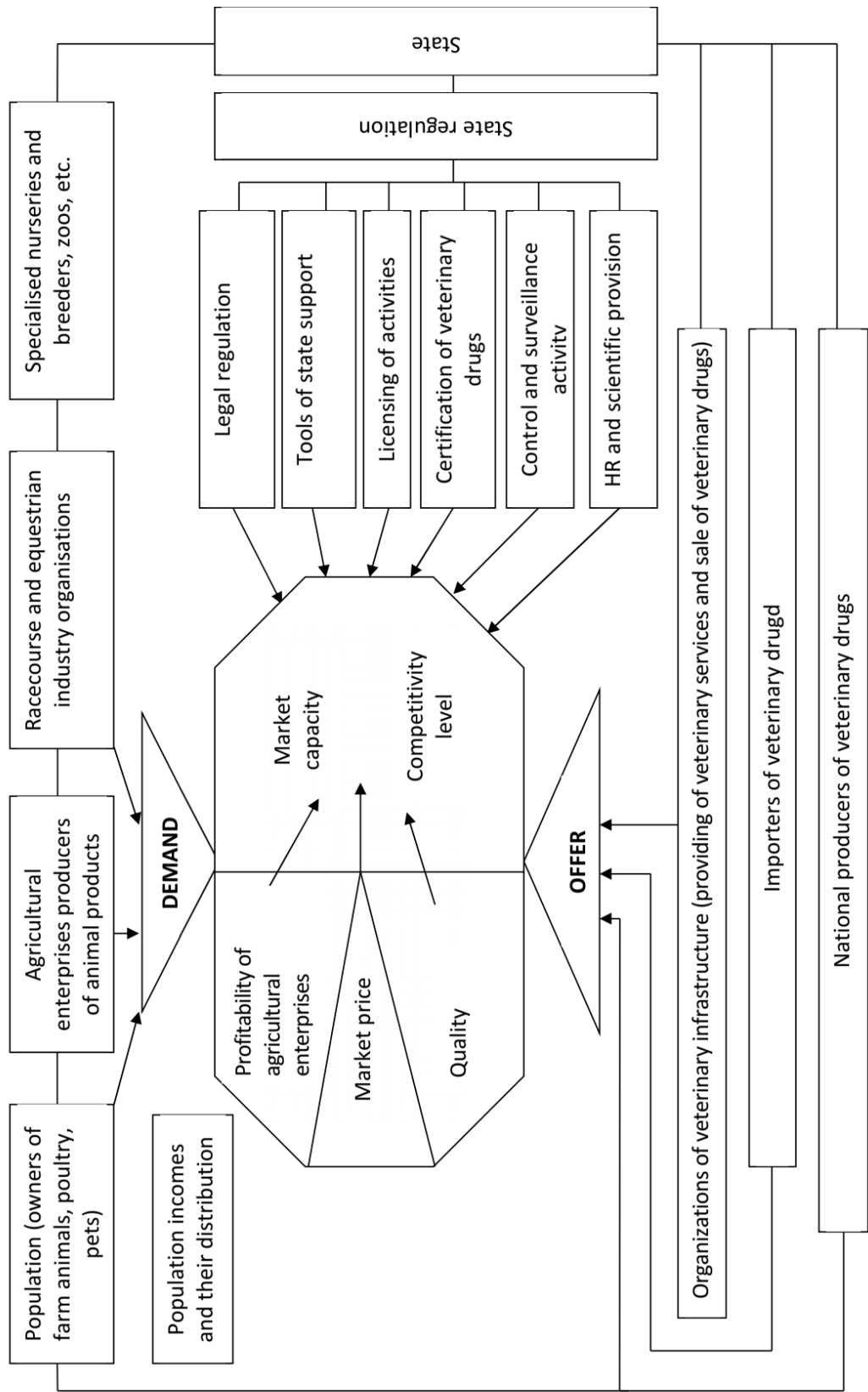


Fig. 1. Mechanisms of functioning of the veterinary services and drugs market.

Source: developed by the author.

In turn, the service is considered as a type of activity, work, in the process of which a new materially embodied product is not created, but the quality of the already created product changes. In this case, veterinary service is a special type of activity of veterinary medicine specialists aimed at ensuring a beneficial effect in the form of healthy and productive development of the animal world and, on this basis, the corresponding profits [1, p.99]. It should be noted that veterinary services are divided into the following main groups: medical services; preventive services and regulatory prohibitions; provision of pharmaceuticals [16]. According to another approach, the following components are added to the above groups of veterinary services: population health; education; research and development [17]. We support the approach according to which the veterinary services should be divided into the following groups: clinical services, preventive services, and provision of veterinary products [18]. We believe that it is possible to distinguish veterinary services by the entity that provides them, the nature and specificity of disease, etc. However, the above-mentioned groups provide the most comprehensive way to identify the specifics of veterinary services.

It is important to dwell on the concept of a veterinary medicinal product, which is defined as a substance or combination of substances that meets one (or more) of the following characteristics: has therapeutic or prophylactic properties against diseases in animals; helps to alleviate the symptoms of disease; is used or administered to an animal to establish a medical diagnosis; restores, corrects or changes physiological function through pharmacological, immunological or metabolic action; is used for euthanasia of animals [19].

The EU Regulation 2019/6. "On veterinary medicinal products and repealing" sets out the rules for placing on the market, manufacturing, importing, exporting, supplying, distributing, pharmacovigilance carrying out, controlling and using veterinary products. This document ensures harmonisation of the rules for authorisation of veterinary medicinal products and their circulation in all European countries. This Regulation is particularly important for the proper use of veterinary products to control the presence of veterinary drug residues in meat and meat products and to promote food safety for humans.

It is known that European countries have established a body that coordinates the veterinary medicine, the European Medicines

Agency (EMA). The main task of this body is to protect and promote human and animal health by monitoring copyrights to medicinal products, including veterinary drugs [20]. Thus, this agency aims to support the development and access to veterinary drugs, and provides information for healthcare professionals, patients, and in the case of animals, their owners.

Summarising the above, veterinary services include: clinical, curative and preventive, therapeutic, veterinary and sanitary, obstetric and gynaecological, surgical, anti-epizootic measures, immunisation, disinsection, disinfection, deratization, deworming; all types of laboratory tests, veterinary and sanitary examination of food raw materials and food products of animal origin, food products of animal and plant origin of non-industrial production intended for sale at food markets; research and other veterinary activities related to the sale of breeding animals, their participation in exhibitions and competitions; determination of pregnancy of all types of animals, obtaining and transplantation of embryos and other activities related to the reproduction of animals, poultry, fish, bees and their transportation; editing and delivery of veterinary documents (certificates, passports etc. ); cremation, euthanasia and other veterinary services. Consumers of veterinary products may be individuals and organisations purchasing goods for personal consumption or resale, governmental and non-governmental organisations, and consumers located abroad.

At the market under study, the supply of veterinary services and medicines is formed by organisations of the state veterinary service, specialists and organisations (services) of departmental veterinary medicine, and specialists of private veterinary medicine. The organisations that ensure the functioning and development of the veterinary service include the following entities: research institutes, zonal specialised laboratories for animal diseases, interregional specialised laboratories for poultry diseases; veterinary biological industry; industrial enterprises and the distribution system of the corporation "Ukrzovetprompostach", the state enterprise "Ukrvetprompostach", the association "Ukragrobiovet"; and higher and secondary educational institutions of veterinary medicine.

So, the provision of veterinary services and the sale of veterinary drugs is carried out by public and private veterinary organisations. Thus, the state veterinary network is considered as a set of state veterinary enterprises and organisations that directly carry out practical veterinary work

in the following areas: treatment and prophylaxis institutions: district state hospitals of veterinary medicine, precincts veterinary points, veterinary medicine stations, city hospitals of veterinary medicine; diagnostic institutions: central laboratory of veterinary medicine, district state laboratories, city state laboratories; veterinary and sanitary institutions and organisations: regional services of state veterinary control on the state border and transport with their subordinate border posts of state veterinary control; regional state-supported veterinary units with branches in districts, departmental police departments; anti-epizootic institutions and organisations: rabies stations; anti-epizootic expeditions, their units; expeditions for measures to combat certain animal diseases.

The activities of organisations and institutions of state veterinary medicine take three forms: veterinary services - carrying out veterinary and sanitary preventive and anti-epizootic measures on all farms; veterinary and sanitary control and supervision on all farms and organisations, regardless of their departmental affiliation and subordination; general methodological guidance in the veterinary medicine (guidelines, instructions, accounting and reporting, training, methodological literature, etc.)

The provision of veterinary services and the production and sale of veterinary products can be carried out by organisations of various organisational and legal forms engaged in veterinary business activities, as well as by veterinary specialists-entrepreneurs engaged in individual activities. The implementation of private entrepreneurial activity at the studied market has become possible due to the market economy, but there is a need to harmonise the domestic regulatory framework for such activity with the European standards. It should be noted that in the current environment, this activity is not subject to state support. The listed veterinary institutions and organisations, in accordance with their statutes, provide the following services: diagnostic examination of animals and materials from them; treatment of sick animals; production, testing and sale of medicinal products; provision of advice on the prevention of animal diseases, keeping, feeding, reproduction and exploitation of animals; prevention of infectious, invasive and non-contagious diseases of animals; wholesale and retail trade in pharmaceutical products.

According to the results of a study of the national market of veterinary drugs, both local and foreign manufacturers of these products are present. Thus, the market share of drugs of well-known European and American brands is 65.4%

[21]. According to analysts, the main consumers of veterinary drugs at the domestic market are farms and agricultural enterprises. The main industries that generate consumer demand are poultry, livestock and small animal husbandry.

The sales infrastructure plays an important role in the veterinary drugs market. The main distribution channels for veterinary drugs are wholesale and retail trade, as well as online platforms. The wholesale trade usually sells veterinary drugs to agricultural enterprises. The retail trade is carried out through veterinary pharmacies and pet shops, where customers are households and pet owners. Online stores and marketplaces offer veterinary products and deliver them to both retail consumers and farms.

An integral element of the functioning of the market of veterinary services and drugs is the organisational and information block, which foresees the creation of a system for strategic management and prompt adjustment of decisions implementation to overcome negative trends through a rational combination of administrative and economic regulation methods. The following main measures should be implemented: strengthening the system of public administration in veterinary activities; programme-targeted planning of the activities of organisations that form the product offer at the market under study and the formation of appropriate structures for their implementation, which should separate the functions of strategic and operational management; monitoring and prompt adjustment of practical activities to implement programmes for the development of veterinary medicine, which is of particular importance in the context of unstable economic dynamics, development of a system of statistical accounting and analysis of information on the state of veterinary services, production and sale of drugs that meet the needs of consumers at this market, development of information, consulting and marketing services; information support and explanatory work on the measures taken and their practical implementation in the field of research, including the publication in the popular science literature, organisation of cycles of publications in social networks, radio and television broadcasts.

The human resources block determines to a large extent the effectiveness of veterinary activities, therefore, it is necessary to implement a set of measures within its framework that ensure: increased personal responsibility for the development, carrying out and monitoring of the implementation of the provisions of the state policy in the field of veterinary medicine

by of state authorities at all levels; development of the system of initial, continuous and advanced training of personnel, improvement of the organisation of training.

It should be noted that the professional training and certification of veterinary specialists is also subject to the state regulation. Thus, it is stipulated that professional (vocational) and higher education in the field of veterinary medicine is provided only on a full-time basis. Obtaining a higher education diploma in veterinary medicine requires passing a single qualification exam, the positive results of which are determined by overcoming the established threshold. Thus, the training of specialists in veterinary medicine in Ukraine is regulated, which helps to ensure a guaranteed high quality of veterinary education.

In addition, there is a requirement of the improved of veterinary specialists' professional level at least every five years. The training aimed at the improvement of veterinary specialists' professional level is financed by employer or from other possible sources that are not prohibited by the law. Specialists of veterinary medicine are subject of the attestation. In the process of this attestation the post-diploma / continuous training and other forms of the improvement of professional level are taken into account.

So, the legal and normative block that foresees the formation of the system of legal and normative texts characterizing regulation peculiarities of the relations between actors of the studied market takes an important place in the regulation mechanism of the market of veterinary services and drugs. That is why it is necessary to distinguish clearly, rationally and in the manner adequate to actual conditions the functions of the state and all actors of the market of veterinary services and drugs. It is obvious that the European integration of our country will encourage the maintaining of the processes of the harmonization of national legislation to existing European practices, that will be one of important tasks in the after-war reconstruction of our country.

**Conclusion.** The necessity of the rational combination of the market auto-regulation and the state regulation of the market of veterinary services and drugs is justified, as the studied market is characterized by the specificity if services and an important goal of its functioning is the guarantee of the veterinary wellbeing of the population. It is highlighted that the market under study functions according to objective rules of the market autoregulation, that based on the interaction of demand and offer form the

price competition on veterinary services and drugs and also affect volumes of goods proposal, consumption and efficiency of market actors.

It is proved that the market autoregulation should be completed by elements of the state regulation of activities related to providing of veterinary services and production and sale of veterinary products. The state fulfils the regulation functions via the system of economic and administrative methods at the market under study. The study highlighted the administrative and legal methods of the state regulation of the veterinary services and drugs market that are related to the following activities: licensing of veterinary activity, certification of veterinary products, control of import of veterinary products, respect of the rules related to the storage and sale of drugs and other products destined to the treatment of animals.

The characteristics of main consumers of veterinary services and drugs at the native market and the characteristics of main actors carrying out veterinary activities are described. It is proposed to foresee the budget support for veterinary products and feeds producers, as well as for agricultural enterprises producing animal products that will have a future positive impact on the consumer demand at the market under study. The economic methods of the regulation of this market directly impacting its conjuncture and indirectly impacting producers and consumers of veterinary services and drugs are presented. Namely, due to the levers of the fiscal, finance and credit, price, investment, foreign trade policy the state has impact on economic interests and stimuli, impacting directly the behavior of economic actors as producers so consumers, but impacting indirectly veterinary drugs production processes, providing and consumption of veterinary services. So, the mechanisms of the functioning of the veterinary services and drugs market is considered as an organic union of the state administrative and economic regulation of production and circulation of veterinary products, providing of veterinary services with the mechanisms of market autoregulation that allow to achieve its balance.

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### Особливості функціонування ринку ветеринарних препаратів та послуг

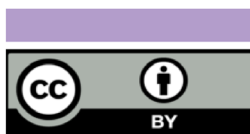
Степура Л.О.

У статті систематизовано особливості функціонування ринку ветеринарних послуг та препаратів та доведено необхідність щодо раціонального поєднання ринкового саморегулювання з методами державного адміністративного та економічного регулювання. Встановлено, що ринок ветеринарних послуг та препаратів характеризується високим рівнем адміністративного державного регулювання. Розкрито складові нормативно-правового забезпечення функціонування системи ветеринарного забезпечення діяльності у сферах захисту здоров'я та благополуччя тварин, ветеринарної практики, виробництва, обігу та застосування ветеринарних препаратів, а також обігу побічних продуктів тваринного походження. Розкрито адміністративні методи регулювання щодо сертифікації ветеринарних препаратів; ліцензування ветеринарної діяльності; встановлення правил зберігання та реалізації ліків й інших засобів по догляду за тваринами; контроль за імпортом ветеринарних товарів.

Висвітлено перелік основних споживачів ветеринарних послуг та препаратів та зроблено висновок про відмінності їхньої купівельної поведінки, що необхідно враховувати при розробленні інструментів економічного регулювання досліджуваного ринку. Дано дефініцію понять «ветеринарна діяльність», «ветеринарна послуга», «ветеринарний лікарський засіб» та виділено їх основні групи, узагальнення яких дозволило поглибити їх сутнісну характеристику. Розкрито суб'єктів досліджуваного ринку, які формують пропозицію ветеринарних послуг, препаратів та висвітлено основні види їхньої діяльності. Охарактеризовано складові організаційно-інформа-

ційного блоку та кадрового забезпечення у системі раціонального поєднання адміністративних і економічних методів регулювання ринку ветеринарних послуг та препаратів. Зроблено висновок, що механізм функціонування ринку ветеринарних послуг та препаратів розглядається як органічне поєднання державного адміністративного та економічного регулювання з механізмами ринкового саморегулювання, які дозволяють досягати його збалансованості.

**Ключові слова:** ветеринарні послуги, ветеринарні препарати, ринкове саморегулювання, адміністративне державне регулювання, економічне державне регулювання, суб'єкти ринку.



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