

degradation, embracing green principles will be essential for fostering long-term economic growth. By investing in sustainable technologies and practices, societies can create a more equitable and prosperous future for all.

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## **PHARMACEUTICAL INDUSTRY MARKETING TRENDS FOR 2025**

### **Маркетинговые тенденции фармацевтической промышленности на 2025 год**

The result of this scientific work is to identify future marketing trends that will enable healthcare professionals to engage with patients and broader audiences in more innovative and effective ways.

As we approach 2025, pharmaceutical companies are focusing on future marketing trends that will help them engage with healthcare professionals, patients, and broader audiences in more innovative and impactful ways. Staying ahead of these trends is critical in a rapidly evolving sector, driven by technological advancements and increasing demands for transparency, personalization, and ethical practices. Here are five marketing trends expected to shape the pharmaceutical industry in 2025:

1. **Conversational Marketing and AI-Driven Interactions.** Patients are increasingly seeking instant responses and personalized support. In 2024, conversational marketing powered by AI, such as chatbots and virtual health assistants, will allow pharmaceutical companies to offer 24/7 support, answer health-related queries, and provide medication guidance. These AI-driven tools help build better relationships with patients by delivering real-time information, making the user experience more engaging and efficient.

2. **Virtual Reality (VR) and Augmented Reality (AR) Integration.** VR and AR technologies are revolutionizing the way pharmaceutical companies educate healthcare professionals and patients. For instance, VR can be used for virtual tours of research labs or to simulate the effects of medications on the human body, while AR can help patients visualize how treatments will impact their health. These immersive experiences not only foster better understanding but also create deeper engagement with healthcare providers and consumers.

3. **Advanced Personalization Using Big Data and Analytics.** The use of big data and advanced analytics allows pharmaceutical companies to tailor their marketing strategies to individual patients. By analyzing health data, patient behavior, and preferences, brands can offer highly personalized recommendations for medications or treatments. This hyper-personalized approach will become a key factor in improving patient engagement and adherence to treatment plans, fostering a more patient-centric healthcare ecosystem.

4. The Rise of Video Marketing and Short-Form Content in Pharmaceutical Communication. Video marketing is becoming increasingly pivotal in pharmaceutical communication strategies. As platforms like TikTok, Instagram Reels, and YouTube Shorts gain traction, short-form video content has proven to be a highly effective medium for reaching both healthcare professionals and patients alike. These concise, visually engaging videos can be used to deliver a wide range of valuable content, including medication tutorials, patient success stories, and educational materials. This format not only makes complex health information more accessible and easier to understand but also helps build stronger connections with audiences by presenting content in a compelling, user-friendly manner. In addition, short-form videos offer pharmaceutical companies the opportunity to highlight key product benefits, explain correct medication usage, and even address common patient concerns quickly and efficiently, ensuring that essential health information is shared in an engaging and memorable way. As attention spans shrink and video consumption continues to rise, embracing video marketing in pharmaceutical communication is crucial for companies looking to stay relevant and effectively communicate with their audience.

### **Reference**

1. *Gaier, J.* Top 5 Marketing Trends For 2024 / J. Gaier // Forbes. – URL: <https://www.forbes.com/councils/forbescommunicationscouncil/2023/10/30/top-5-marketing-trends-for-2024> (date of access: 15.10.2024).

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## **TAXES AND THEIR ROLE IN THE MODERN WORLD ECONOMY**

### **Налоги и их роль в современной мировой экономике**

In the modern world, taxes play a critical role in the economy of states, providing funding for public expenditures, social support and infrastructure development. With globalisation, changes in tax policy and new challenges faced by countries, taxes are becoming the subject of active discussions in the international arena.

The aim of the study is to examine the impact of taxes on the economy of states.

Current trends in tax policy:

1. Globalisation and tax competition. One of the major trends in modern tax systems is globalisation. With open borders and international trade, countries seek to attract investment by offering lower tax rates. This leads to tax competition between nations.