

Проведенное исследование и практическое его применение в сети «Евроопт» подтверждают эффективность методики:

- средний чек вырос на 7–8 %;
- маржинальность — на 1–1,5 п.п.;
- приток покупателей по ключевым товарам — на 20–30 %.

Таким образом, использование нейросетей в управлении ценообразованием является перспективным направлением развития ретейла и ключевым инструментом конкурентного преимущества.

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О ВЗАИМНОЙ ТОРГОВЛЕ МЕДИЦИНСКИМИ ТОВАРАМИ МЕЖДУ ИНДИЕЙ И СТРАНАМИ ЕАЭС

В статье рассмотрены особенности и специфика развития производства медицинских изделий в Республике Индия и государствах Евразийского экономического союза (ЕАЭС), а также отмечены достижения стран в этой области. Представлены результаты анализа взаимной торговли медицинскими товарами между Индией и ЕАЭС. По результатам выявленных проблем, препятствующих активизации сотрудничества, определены перспективные направления развития взаимовыгодных торгово-экономических отношений между сторонами по производству и реализации медицинских товаров.

ON MUTUAL MEDICAL GOODS TRADE BETWEEN INDIA AND THE EAEU COUNTRIES

The article discusses the features and specifics of the development of the production of medical devices in the Republic of India and the states of the Eurasian Economic Union (EAEU), as well as the achievements of the countries in this area, are noted. The results of the analysis of mutual trade in medical goods between India and the EAEU are presented. Based on the results of the identification of problems that hinder the intensification of cooperation, promising directions for the development of mutually beneficial trade and economic relations between the parties for the production and sale of medical goods have been determined.

Introduction. The health of nations is one of the priority goals of the development of modern society. In this regard, the exchange of medical technologies and mutual trade in medical products is increasing between the countries.

Key part. The main principles of healthcare in the countries of the Eurasian Economic Union are the priority of preventive measures based on the formation of a healthy lifestyle; the quality and accessibility of medical care, including drug provision; sanitary and epidemiological welfare of the population. This is facilitated by the regulatory framework of the common market of medicines and medical devices, the foundations of which were established by a number of documents in 2014–2016 [1]. It is of particular importance to maintain the tradition of healthcare in combination with the use of innovative practices in the treatment of diseases and the development of the production of medical products and medical equipments based on new technologies.

Pharmaceutical production in the countries of the Eurasian Economic Union accounts for 2.6 % of the total world market. The largest producer of medicines in the EAEU is Russia (90.8 %), the share of Belarus is 6.5 %, the share of Kazakhstan is 2.4 %. The main foreign trade partners of the allied countries are the USA, Germany, Switzerland, France, China, India, Italy [2].

India is among the world leaders in the production of pharmaceuticals. Pharmaceuticals is one of the key modern branches of the Indian economy, which is purposefully stimulated and supported by the government: the share of Indian pharmaceutical products is approximately 40 % in the structure of the country's commodity exports. Indian medicines are exported to more than 200 countries: the largest importers are the USA, Great Britain, South Africa, Russia, Japan, Australia, Nepal, Bangladesh. India ranks second in the world in terms of the number of factories for the production of medicines, second (after China) in the world in terms of exporting services of pharmacists and biotechnologists.

The peculiarity of the Indian pharmaceutical industry is the production of generics, which allows the country to occupy a kind of «niche» at the world market of inexpensive affordable medicines: Indian companies satisfy 40 % of the demand for generics in the United States of America and 25 % of the demand for generics in the Great Britain, Indian manufacturers carry out 60 % of global supplies of vaccines (40–70 % vaccines for diphtheria, tetanus, pertussis, 90 % vaccines for measles) and 80 % of drugs to combat HIV/AIDS. In addition, the developments

of Indian specialists in the field of cellular and genetic engineering are actively used in world practice. India is among the top 12 countries in the development of biotechnology: there are more than 2,500 biotech companies in the country, 1,400 production lines that meet the standards of the World Health Organization, and 10,000 biotech startups (in 2024). All this is facilitated by the functioning of 50 biocubators, 9 biotechnological parks and 4 biotechnological clusters. The growth and integration of IT technologies with medical technologies, as well as increasing the attractiveness of manufacturers of medical products for investment companies are the basis for the development of the medical industry in India. At the same time, there is a high dependence of Indian manufacturers of drugs on imports of raw materials (medicinal substances and medicinal intermediates): two thirds of the total imports of raw materials for the pharmaceutical industry (67.56 %) come from China [3].

By 2030, the Indian pharmaceutical industry aims to become the world's largest supplier of medicines (key starting materials, intermediates and active pharmaceutical ingredients) with an average annual growth rate of 11–12 %. The plans envisage achieving self-sufficiency in the production of medicines and reducing the risks of dependence on foreign suppliers of raw materials, innovative activity, as well as expanding sales markets by strengthening trade relations with existing partners and creating new partnerships [4].

In this context, the development of mutual trade in medical products between India and the Eurasian Economic Union countries will promote the markets enrichment with a diverse range of medical products and will have a positive impact on the quality of life of the population.

The pharmaceutical market of the Eurasian Economic Union (EAEU) has great potential, the implementation of which is determined by the general policy of import substitution. In the conditions of Western economic sanctions to which the Russian Federation and the Republic of Belarus are subjected, new regulations for the registration of medical products are being developed. According to the Eurasian Economic Commission, cooperative partnership and joint production can radically change the situation. However, the demand for medical devices and equipment in the countries of the Eurasian Economic Union is mainly met by imported goods. The share of foreign manufacturers accounts for about 50 % of imported medical devices that have no analogues in the allied countries. Critical items of imported goods include endoprostheses (and their components), devices, instruments, components used in traumatology and orthopedics, catheters and consumables used in endosurgery, cardiovascular surgery and neurosurgery, in transplantology and hemodialysis, in anesthesiology and intensive care.

The most capacious is the market of the Russian Federation. According to Russian experts, the share of domestic medical equipment in Russian medical institutions was approximately 25 %, the share of own medicines — up to 50 %, medical products — up to 40 %. By 2030 it is planned to increase the share of domestic medical equipment in Russia to 80 %.

The Republic of Kazakhstan is characterized by the most transparent market in terms of legislation for foreign manufacturers of pharmaceutical products. Medicines of foreign manufacturers occupy a dominant position in the rapidly gro-

wing medical market of the country. Kazakhstan's medical products market is represented by an import-oriented model: the share of medical equipment from foreign manufacturers is more than 99 %, the share of imported antibiotics is 85 %. The share of medical devices manufactured in the Republic of Kazakhstan and used in the country, in value terms, is estimated at 20 % of total consumption. Meanwhile, Kazakhstan is interested in maintaining a favorable investment climate in the pharmaceutical industry, which will allow it to reach a new level of import substitution.

The healthcare system in the Republic of Belarus is 90 % funded from the state budget. In addition to traditional businesses in medicine and the pharmaceutical industry, there are a number of projects in manufacturing medical equipment and medical products at the intersection of medicine and IT technologies that are useful for achieving significant results in transplantology, surgery, hematology, and ophthalmology. The growth of medicines produced in Belarus is about 17.2 % per year, the priority is the production of high-quality generics that will not be inferior to foreign analogues, but the share of imports is quite high: medicines are imported mainly from Germany (11 %), India (8 %), France (8 %), Russia (9 %), Poland (4 %). The average annual growth rate of imports is 20.5 %, the average annual export growth rate is 27.5 %. Despite the opportunities for Belarusian manufacturers to increase the range and volume of medical products under the import substitution program, the limited domestic market hinders this process, as a result of which Belarusian healthcare organizations import high-tech highly specialized medical equipment and consumables.

According to the Department of Drug Supply and Medical Equipment of the Republic of Kyrgyzstan, the country is import-dependent (the share of imported medicines is 95 %), medical companies from 18 countries supply goods.

The pharmaceutical industry was approved as one of the priority areas of industrial development of the Republic of Armenia. The share of domestic producers accounts for 14 % of the domestic market, the main part is imports: 20 % from the EAEU countries, 66 % from other countries (USA, Germany, Switzerland) [5].

It is significant that mutual trade in medical goods between India and the EAEU countries has intensified in recent years.

It is worth noting that representatives of Indian manufacturers of medical devices successfully operate on the territory of the EAEU countries (for example, in Russia — Dr. Reddy's Laboratories Ltd., HETERO Group of Companies, The Himalaya Drug Company, in Belarus — Hetero Labs Ltd., Biocon Ltd., Cadila Healthcare Ltd., Holden Medical Laboratories Pvt. Ltd., Cipla Ltd., in Kyrgyzstan — India Farm Treiding). The level of trusting partnership, mutually beneficial cooperation and stability of integration structures between the parties was manifested in the joint efforts of India and Russia in the fight against the COVID pandemic, an example was the vaccine, developed by the N. F. Gamalei Russian National Research Center for Epidemiology and Microbiology, which was produced in India (Hyderabad state).

It is important that the governments of Russia and Belarus have amended the legislation of their countries to overcome the sanctions pressure and find

a replacement of raw materials and components for the production of medicines and medical devices with supplies of pharmacological substances and components for medical equipment from China and India. Indian business intends to have a pharmaceutical cluster in the EAEU countries: Indian companies are ready to replace Western pharmaceutical manufacturers in the markets of Russia and Belarus.

Conclusion. A fuller and deeper use of the potential of Indian business and the business of the EAEU countries in mutual trade in medical goods provides for:

- liberalization of tariff and non-tariff regulatory systems and harmonization of standards in mutual trade;
- formation of a logistics system based on digitalization;
- implementation of joint R&D (Research and Development), creation of coordinating structures of scientific and technical cooperation and the formation of infrastructure through the organization of national innovation networks of scientific, educational and scientific production centers;
- creation of joint ventures for the production of medicines and pharmaceutical substances, medical products and medical equipment on the basis of cooperation of business entities of the medical industry, as well as collaboration on scientific, practical and engineering design.

Thus, the establishment of a multi-level system of relations (interstate and interregional) in partnership between Republic of India and the EAEU, the development of information and communication as well as manufacturing cooperation will strengthen the complementarity and interconnectedness of economies of sides in the production and sales activities of medical goods.

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