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THE LAUNCH OF THE NOSE INHALER “THE SNIFFLER” IN THE EMERGING MARKET**Abstract:**

The VICKS nasal stick is manufactured by Procter & Gamble and distributed under its brand VICKS. Nose inhalers such as the VICKS Nasal inhaler enjoy great popularity in Thailand, but no comparable product exists in the Swedish market. The use of such Nasal Sticks is more unheard of in Sweden than elsewhere, this makes Sweden an ideal test location for a possible product launch. Such a nasal stick is by no means solely a drug for those who are suffering from stuffed noses. It can also be used for prevention purposes. In Thailand, some people also use it just for the pleasure that the scent offers. There have been no side effects reported and another report released by the Transparency Market Research (TMC) forecasts that the market for nasal inhalers / nasal sticks will grow to 35 billion dollars in 2023. In order to determine whether a product launch in the Swedish market could be successful, we investigated different scenarios with the use of a SWOT-model. With the use of this SWOT-model, we were able to gain a deeper insight into the strengths, weaknesses, opportunities, and strengths of our company and the product itself. In order to define our target group more closely, and to get to know the Swedish market better, we have taken a closer look at the cultural and economic aspects in Sweden. There has already been research available which investigated the consumer behavior of Swedish people when buying pharmaceutical products. We list the most important findings which would affect our product launch: 84.62 % of Swedish consumers would buy un-prescribed pharmaceuticals directly at their local pharmacy. However, it is important to consider that consumers who buy un-prescribed pharmaceuticals on an uneven basis, thus, only when the need for it arises.

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Product management, Global marketing, Cross-culture management, Consumer behavior

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