

THE MARKETING RESEARCH OF THE REGIONAL MARKET OF MEDICINES OF INTRANASAL INTRODUCTION FOR TREATING ALLERGIC RHINITIS

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By the example of 38 chemist's shops there were carried out the marketing researches of the regional market of intranasal medicines for treating allergic rhinitis. The consumer preferences were clearly recognized at the choice of medicines including form of production, price and awareness. The social portrait of the allergic patients was also formed.