

#PDRL-2: Product design for emerging markets: Opportunities and challenges

Companies such as IKEA are expanding their business in emerging markets and offer products specifically tailored to the social, cultural and economic aspects in such markets. However, while emerging markets present big opportunities for companies, they often face daunting challenges in designing products for such markets.

This project will be undertaken with product designers and design managers from companies such as IKEA to understand barriers and enablers in designing products for emerging markets such as Brazil, China, India, etc.



For further information, please contact:
Santosh Jagtap (santosh.jagtap@bth.se)
Tobias Larsson (tobias.larsson@bth.se)