

## March 2020

## 餐具洗涤用品 - China

“消费者购买环保产品的首要原因是这些产品对人有益，而非因为这些产品能造福地球。消费者愿意为成分天然、可生物降解配方和不含防腐剂的餐具洗涤用品支付溢价，因为消费者认为这类产品使用起来更安全。如果品牌想要用环保优势说服消费者，首要任务是证明产品安全、天然、对人体有益，其次才是对环境的益处。

— 李玉梅，高级研究分析师

## February 2020

## Dishwashing Products - China

“The primary reason consumers buy environmentally friendly products is because they are good for human beings rather than good for the planet. Consumers are willing to pay extra for dishwashing products with natural ingredients, biodegradable formula and no preservatives, which are considered safer to use. If a brand wants to ...

## 空气清新产品 - China

“消费者对空气清新产品的需求有所转变，从作为去除异味的功能性产品转变为关注改善室内空气质量、提升家居氛围和情绪等促进个人身心健康的产品，后者将是未来的关键增长动力。空气清新品类新产品的研发和营销需要跟进这种转变，例如应对室内污染物（如甲醛）、采用芳香疗法宣称、提供更天然的产品等。”

— 李玉梅，高级研究分析师

## January 2020

## Air Care - China

“There has been a shift in consumer demand for air care products, from being functional for eliminating odours, to focus on personal wellbeing by improving indoor air quality, enhancing home ambience and mood, which will be a key growth driver in the future. New product development and marketing in air ...