

## August 2017

## 衣物洗护用品 - China

“尽管中国衣物洗护产品市场需求稳定，趋于饱和，但品牌依然不懈地投资推出新产品，保持对消费者的吸引力，鼓励消费者趋优购买有额外功效的产品和浓缩型洗衣液。然而衣物护理剂/柔顺剂在中国市场依然举步维艰。消费者并不熟悉此类产品的功效，而且往往对之有不切实际的期待，因此品牌需要对此进行恰当的宣传推广。”

— 李玉梅，研究分析师

## July 2017

## Laundry and Fabric Care - China

“Even though the laundry and fabric care market in China has been saturated with steady demand, brands are investing in new product development to keep consumers engaged and trading up to products with additional functions and concentrated liquid detergents. However, fabric conditioners and softeners are still struggling to thrive in ...

## April 2017

## 家居清洁 - China

“家居清洁剂的小众细分市场充满了机遇——比如，硬质表面清洁剂受到跨类竞争的影响而使用率低。品牌应把握此类小众领域的发展机遇，而不是将重点放在鼓励消费者提高清洁频率或者承担更多清洁任务方面。推出有额外功效（例如抗菌消毒、功效持久或者包装方便易用）、让消费者目前使用的其他替代清洁剂相形见绌的产品，是品牌提高产品使用率的良策。此外，消费者的清洁习惯和生活方式不断变化——比如，对家居保养打蜡的意识和对西式烹饪的兴趣增强。品牌需要把握这一趋势，满足消费者相应的需求。”

## March 2017

## Cleaning the House - China

“Rather than trying to speed up consumers' cleaning frequencies or creating more cleaning tasks for Chinese consumers, opportunities for market growth exist in niche segments such as hard surface cleaners where the product usage is relatively low due to cross-category competition. A good way to drive product usage is in ...

## February 2017

## 空气清新产品 - China

“空气清新产品细分市场表现各异反映出消费者对该类产品的需求变化。虽然纯除味产品仍将占据市场绝对比重，但未来的增长动力将来自那些超越现有基本功能，能够应对室内空气污染或促进消费者身心健康的产品。”

— 徐如一（中国区研究总监）

## January 2017

## Air Care - China

“The mixed segment performance in air care is a reflection of changes in consumer demand in the category. While pure odour eliminating air fresheners will remain as the bulk of the market, future growth drivers are products that go beyond and address indoor air pollution or improve the mental wellbeing ...