

November 2018

家用纸制品 - China

“作为一个发展完善的品类，家用纸制品市场的未来发展依赖于使用场合的拓展和消费者的消费升级意愿。比如，可以利用健康饮食趋势鼓励消费者在烹饪及准备食物时使用厨房纸，如用于吸收食物中过多的油脂；也可以在包装和选材上创新，给消费者提供便利和附加价值。”

— 李玉梅，高级研究分析师

October 2018

Household Paper Products -
China

“As a well-established category, the future development of the household paper market relies on the expansion of usage occasions and consumers' willingness to trade up. For example, there's potential to encourage more uses of kitchen paper in cooking and food preparation by capitalising on the healthy eating trend, such as ...