

Cleaning the House - China - March 2016

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“Apart from concentrating on driving sales through encouraging more frequent usage of household cleaning products, brands should also focus on product development in products featuring creative packaging design and natural ingredients to add to value perceptions.”

Laurel Gu, Research Manager

This report looks at the following areas:

- Drive the usage of household cleaning products
- Regular cleaning services are yet to take off
- Future of electronic cleaning tools
- Market opportunity for cleaning products featuring novel packaging solutions

What you need to know

Chinese consumers are taking house cleaning more seriously as they desire better living quality.

As people do more frequent cleaning at home, they tend to develop stronger needs for tools that can help them save both effort and time. Market gaps are observed in this report - for example, electronic products that can do automatic cleaning, professional household cleaning services and cleaning products which are able to easily clean hard-to-reach places.

When it comes to manual cleaning, as consumers develop stronger health consciousness, their interest in cleaning detergents featuring natural cleansing ingredients is growing.

Covered in this report

This Report looks into the trends in consumers' cleaning habits and their attitude towards cleaning the house. This includes cleaning rooms (eg kitchen, bedroom, bathroom, living room); cleaning dishes and doing laundry is excluded.

The Report can be relevant to manufacturers of cleaning tools (both electronic and manual ones), multipurpose and specialised household cleaning products as well as operators of regular and ad-hoc household cleaning services. Companies dealing with household appliances, brand marketing and advertising can also benefit from reading this Report as to understand Chinese consumers' evolving lifestyles.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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