

Cleaning the House - China - March 2017

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“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 providing extra benefits such as anti-bacterial or ease-of-use packaging.”

Alice Li, Research Analyst

This report looks at the following areas:

- **Changes in cooking style bring new opportunities**
- **Meet the advanced cleaning needs of families with children**
- **Will the second-child policy make any difference?**
- **How to communicate green benefits to consumers?**

Covered in this Report

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

The household cleaner products in this Report cover hard surface cleaners, bleach/disinfectants, washroom cleaners, kitchen cleaners, furniture cleaners, other cleaners & polishes.

The Report is relevant to manufacturers of cleaning tools (both electronic and manual ones), multipurpose and specialised household cleaning products. Companies dealing with household appliances, brand marketing and advertising can also benefit from reading this Report in order to understand Chinese consumers’ evolving cleaning habits and 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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