

Laundry Detergents and Fabric Conditioners - China - August 2013

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“Value growth in the laundry care market in China is clearly beginning to slow down, and competition is mounting. Already we are seeing a reaction to this among leading companies that are looking at increasingly innovative ways to make their products and brands more interesting to consumers.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- What is the current state of the laundry care products market in China and what are the trends behind, drivers of and barriers to growth?
- What are consumers' behaviour and attitudes towards laundry care products?
- Where are the opportunities for growth in laundry care products?
- How can product diversification drive consumption?
- Which companies are successfully and innovatively adapting to changing market conditions and consumer needs?

This report covers the retail sale of laundry care products within the People's Republic of China. For the purposes of this report, laundry care products include:

Conditioners & softeners (including standard and concentrated conditioners, softeners and dryer sheets);

Laundry aids (including stain removers, ironing aids, whiteners and colour care products and other ancillary fabric care products);

Laundry detergents (including machine wash liquid detergents, other machine wash detergents [including powders, capsules and tablets] and hand wash detergents [powders, flakes and cakes/bars]).

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