

Fabric Care - China - August 2014

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“Over the past five years, the fabric care market has experienced robust growth, driven by consumers’ higher personal hygiene standards, the increased proportion of earning spent on clothing, and a shift in laundry detergent product formats from powder to liquid as a result of premiumisation.”

– Jade Liu, Senior Research Analyst

This report looks at the following areas:

- What is the current state of the fabric care market in China and what are the trends, and drivers and barriers to growth?
- Which are the key companies in the industry and what are their strengths and areas of opportunity?
- How can multi-functional fabric care products address sophisticated consumer needs?
- How do specialized fabric care products tailor to different washing purposes, types of apparel and consumer segments?
- How can fragrance, product format and packaging innovation improve product usage experience and garner consumers’ attention?
- What are the dominating market trends in terms of fabric care product format and package size?

In addition, the expansion of washing machine ownership and online retail channels will continue to support the growth momentum.

For laundry detergents, multi-functional laundry detergents and specialized laundry detergents tailored to different washing purposes, types of apparel and consumer segments will co-exist to fulfil consumers’ sophisticated, yet dynamic needs.

For fabric conditioners and softeners, brands can leverage unique scent in the personal fragrances market via category blurring and incorporate aromatherapy functions to increase appeal. For laundry aids, new product varieties addressing consumers’ daily anti-wrinkle and fabric deodorizing needs can create additional usage occasions.

As competition intensifies, emotion-driven product innovations leveraging scent and packaging variety will satisfy consumers’ experiential consumption mindset, while larger-pack sizes will help to increase brand stickiness and product consumption. In a digital era, brands need to integrate both online and offline channels and initiate more personalised marketing to win internet-savvy consumers.”

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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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Specialized fabric care products tailor to different washing purposes, types of apparel and consumer segments
Improve product usage experience through fragrance, product format and packaging innovation
Product format shift and pack-size upgrade are dominant market trends
A shift from powder to liquid format
An upgrade in product size to above 3kg

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The development of concentrated, environmentally friendly laundry detergents
Washing machine ownership continues to expand
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Liby Group Co., Ltd.

Procter & Gamble Co.

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