

Laundry and Fabric Care - China - July 2017

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“Even though the laundry and fabric care market in China has been saturated with steady demand, brands are investing in new product development to keep consumers engaged and trading up to products with additional functions and concentrated liquid detergents. However, fabric conditioners and softeners are still struggling to thrive in China.”

– Alice Li, Research Analyst

This report looks at the following areas:

- Expect a market segmented by functions
- Engage young consumers from the off
- Different usage barriers to conquer for fabric conditioner/softener

With laundry and fabric care in China a saturated and fiercely competitive category, the future growth of the market lies in product premiumisation, driven by consumers’ need to upgrade to products with additional benefits and the trend towards concentrated liquid detergents.

Consumers show relatively positive attitudes towards laundry. For example, they are more function-driven when shopping online and show great interest in some advanced benefits of laundry products, and many regard doing the laundry as a way to improve life quality, which all have a positive impact on market development. However, unlike laundry detergents, fabric conditioner/softener and laundry aids are struggling to thrive in China, since the usage barriers are various and make it challenging for brands to broaden usage.

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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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