

September 2023

衣物洗护用品 - China

“后疫情时代，消费者普遍持有保守的消费态度。为了在其洗衣流程中继续保有一席之地，衣物洗护产品务必优先发展便于使用、高效能和高性价比的产品特征。从消费者的角度来看，瞄准功效方面的市场空白（如针对老年人衣物和室内晾晒场景的祛味功能）以及协调产品香味类型是在激烈的市场竞争中赢得消费者青睐的切入点。”

— 何雨婷，研究分析师

August 2023

Laundry and Fabric Care - China

“To retain a place in consumers’ laundry routine among post-pandemic conservatism, laundry and fabric care products need to prioritise ease of use, strong effectiveness and value for money. Thinking from consumers’ perspective, addressing white spaces in benefits (eg odour removal for seniors’ clothing, indoor drying) and solving chaos among product ...