May 2021

餐具洗涤用品 - China

“新冠疫情期间，餐具洗涤市场出现强劲增长态势。疫情后，随着消费者日常生活中卫生习惯与健康意识的日益提高，与产品安全相关联的特性也成为了产品升级的关键所在。消费者愿意花更多的钱，购买那些可以让其放心的安全产品。与此同时，他们也开始寻求环保解决方案，以期为未来的可持续发展提供保障。”

– 靳尧婷，研究分析师

April 2021

Dishwashing Products - China

“The dishwashing market saw strong growth during the pandemic and safety related features are the key focus to upgrade as consumers have become increasingly aware of hygiene habits and wellbeing in daily life post the COVID-19 outbreak. Consumers are willing to spend more on products that reassure their safety concerns ...

March 2021

空气清新产品 - China

“为保持与时俱进，空气清新产品需要适应消费者不断变化的生活方式并创造新的使用场景。虽然除异味空气清新剂几乎是“过去式”，但品牌有机会针对厨房油烟和宠物异味。同时，品牌需要向消费者科普异味是室内空气污染源之一，并强调其对健康的影响，从而与其他带有香味的家庭护理产品相抗衡。此外空气清新产品应进一步融入日常活动，以支持消费者的情绪健康，比如在工作、锻炼或沐浴/泡澡时。”

– 李玉梅，研究副总监

February 2021

Air Care - China

“Air care needs to adapt to consumers’ changing lifestyles and create new usage occasions to remain relevant. While odour-removal air fresheners are almost a thing of the past, there are opportunities to target bad cooking smells and pet odours. Meanwhile, brands need to educate consumers that odour is a source ...

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