

**October 2014****衣物洗护产品 - China**

“由于洗护目的、服装类型和消费群体不同，所以对于品牌而言，多效合一和专用产品同等重要，能帮助解决消费者多样化的衣物洗护需求。为了超越竞争对手，品牌可以通过香味、产品形态和包装创新带来卓越使用体验，从而成功脱颖而出，持续吸引消费者对其的兴趣”。

— 刘玉洁（高级研究分析师）

**August 2014****Fabric Care - China**

“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. In addition, the expansion of ...

**July 2014****洗洁精 - China**

“过去几年，洗洁精产品市场稳步增长，预计未来将继续保持这样的增长趋势。由于在线零售渠道的发展以及现代零售渠道的扩张，人们的选择范围不断扩大，区域性品牌及国际品牌能够触及更广泛的消费群体。此外，城市化的快速推进、消费者可支配收入的增加以及政府对天然、可降解表面活性剂的支持进一步促进了洗洁精产品需求的增长。”

— 刘玉洁（高级研究分析师）

**May 2014****Dishwashing - China**

“The dishwashing products market has maintained stable growth over the past few years, with the future growth trend expected to continue at similar pace. The development of online retail channels and the expansion of modern trade have widened people's choice and enabled regional and international brands to connect with a ...

**March 2014****家用纸制品 - China**

过去五年，生活用纸市场，尤其是面巾纸和厨房纸巾品类，强劲增长。受日益提高的可支配收入、城市化进程的快速推进和更注重个人卫生的中产阶级的崛起所驱动，这一增长势头有望持续。此外，政府外部监管和现代零售渠道的拓展也带来增长机遇，因预计需求上扬，市场领导者开始着手扩大产能。

**January 2014****Household Paper Products -  
China**

“Learning from product innovation in both domestic and overseas household paper markets could help household paper companies to effectively identify gaps in the market and turn unmet needs into concrete business profits.”