

August 2019

## 衣物洗护用品 - China

“洗衣凝珠虽在中国已发展多年，却仍是小众产品，亟待进一步科普教育。但越来越多生产商在洗衣凝珠上下功夫，以刺激饱和的市场。毋庸置疑，洗衣凝珠品牌应优先考虑更好的洗衣效果和多种功能，而颜值高也能很好地吸引女性消费者。此外，由于高端化和产品细分化的趋势，专用产品应声崛起，尤其是贴身衣物洗涤产品潜力十足。”

— 周文棋，研究分析师

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## Laundry and Fabric Care - China

“After years of development in China, capsules are still niche with further education needed, but more and more manufacturers are making efforts in capsules to stimulate the saturated market. Better performance and multiple functions should be prioritised for capsules for certain, while attractive packaging resonates with women well. Moreover, specialised ...