November 2019

湿巾 - China

“为了寻求更好的生活质量，消费者在不同场合正在积极尝试不同类型的湿巾。在与小孩和宠物玩耍时，湿巾比抽纸/手帕纸更具优势，但在外出游玩、运动和就餐等场景中，湿巾的潜力还有待进一步挖掘。这表明，即使是对于小品牌和小众产品类型来说，如果它们能够在精确定位的基础上进行创新和确保产品安全，从而满足消费者的需求，那么这些品牌也有潜力获得成功。”

– 蒋亚利，高级研究分析师

October 2019

Wet Tissues - China

“Consumers are actively trying different types of wet tissues in order to seek better quality of life across different occasions. Wet tissues already show an edge over facial tissues/handkerchiefs in playing with children and pets, but potential exists to dig deeper into scenarios like travelling, exercising and dining. This ...

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