April 2022

餐具洗涤用品 - China

“消费者普遍拥有在家做饭的习惯，推动餐具洗涤用品市场整体保持增势。然而，市场动态主要来源于手洗与机洗餐具洗涤用品的此消彼长，其中后者更值得投入。短期而言，品牌可推出二合一产品，帮助消费者实现从手洗转向机洗的习惯转变；长期而言，品牌需帮助消费者培养机洗习惯，如联手洗碗机品牌，从而受益于市场扩张。”

– 何雨婷，研究分析师

March 2022

Dishwashing Products - China

“The widespread habit of cooking at home has sustained the overall growth of the dishwashing market. However, the market’s dynamics rest on the wax and wane of hand dishwashing and machine dishwashing products, the latter of which is worth investing in. In the short term, brands could offer 2-in-1 products ...

空气清新产品 - China

“空气清新产品不再只是清新生活环境空气的家用工具。新冠疫情催生了消费者对杀菌解决方案的需求，使得杀菌宣称成为许多产品必不可少的宣称。展望未来，该品类可以提供更多的益处，如改善情绪健康，以及帮助消费者实现更健康的生活方式。”

– 靳尧婷，高级研究分析师

February 2022

Air Care - China

“Air care products no longer merely serve as a household tool for freshening the air of the living environment. The pandemic has awakened consumers’ need for anti-bacterial solutions, making it an essential claim in many products. Looking ahead, the category can bring further benefits, such as enhancing emotional wellbeing, and ...

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