

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.”