

**November 2013****衣物洗护用品 - China**

中国衣物洗护用品市场的销售额增长明显放缓，且竞争日渐白热化。鉴于此，许多龙头企业已开始探索更为创新的方式，以使其产品和品牌更能吸引不太喜欢洗衣的消费者，使他们觉得洗衣可以更方便，而不再是件苦差事。随着市场增长持续放缓，衣物洗护产品制造商的不断推进营销创新的需求只增不减。

**September 2013****Laundry Detergents and Fabric Conditioners - China**

“Value growth in the laundry care market in China is clearly beginning to slow down, and competition is mounting. Already we are seeing a reaction to this among leading companies that are looking at increasingly innovative ways to make their products and brands more interesting to consumers. As the market ...