May 2023

餐具洗涤用品 - China

“在后疫情时代，消费者希望从其购买中实现价值最大化，并且愿意为感兴趣的产品特征（如芳香和护肤成分）支付溢价。品牌有必要持续推出让家务活不再单调沉闷的产品，与此同时，它们也需迎合消费者兴趣，以及其对功能更全面的餐具洗涤用品不断演变的偏好。

– 古丹阳，高级研究分析师

April 2023

Dishwashing Products - China

"In the post-COVID-19 era, consumers are seeking to maximise the value of their purchases and are willing to pay for features such as aromatic and skincare ingredients they find appealing. It’s necessary for brands to continue offering products that enrich the experience of undertaking mundane tasks, catering to consumer interests ...

February 2023

空气清新产品 - China

“随着‘嗅觉经济’的兴起，消费者期望各种类型的空气清新产品都能提供令人愉悦的嗅觉体验。空气清新剂产品因其功能性强被更多定位为异味解决方案，而空气香氛产品在提升情绪价值方面具有更大的潜力，例如满足消费者对家居美学的追求。”

–何雨婷，研究分析师

January 2023

Air Care - China

“With the rise of ‘scent economics’, all types of air care products are expected to offer pleasant olfactory experiences. In addition, while air fresheners are positioned as odour solutions based on strong functionality, scented air care has greater potential in advancing emotional values, such as fulfilling the pursuit of home ...

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