

September 2016

衣物洗护用品 - China

“为了推出具有诱人卖点的衣物洗护产品，公司需要了解中国消费者当前复杂和不同的洗衣习惯。”

家用纸制品 - China

“阻碍消费者使用湿厕纸和厨房湿巾等小众纸制品的两大原因是相关性低、有替代选择，这意味着，如果公司有意开发这些细分市场，就需要优先市场教育。”

— 李宇静，高级研究分析师

August 2016

Laundry and Fabric Care - China

“In order to develop laundry and fabric care products with appealing selling points, companies need to understand current Chinese consumers' complex and different laundry habits.”

— Yujing Li, Senior Research Analyst

Household Paper Products - China

“The two main reasons hindering consumers from using niche paper products such as moist toilet paper and kitchen wipes are low relevance and substitutable alternatives, indicating that companies need to prioritise market education if they plan to grow in these subdivided markets.”

March 2016

家居清洁 - China

这份报告将帮助您发掘机会，了解影响您所处市场的关键因素。我们可以让您即时获取市场分析和建设性意见。报告还将通过提供新颖的观点激发您的思维过程，从而挑战您的常规思维。

Cleaning the House - China

“Apart from concentrating on driving sales through encouraging more frequent usage of household cleaning products, brands should also focus on product development in products featuring creative packaging design and natural ingredients to add to value perceptions. Opportunities also exist for robotic electronic house cleaning products to cater for more sophisticated ...