

August 2021

衣物洗护用品 - China

“在中国的衣物洗护用品市场，比起衣物护理产品，消费者更注重衣物洗涤产品。大多数中国消费者在清洗衣物时已养成了将不同面料分开洗涤的习惯，并期待洗涤产品可为衣物提供更好的保护并延长衣物的使用寿命。因此，针对不同面料的产品细分和保护性衣物洗涤产品可满足消费者需求。此外，从各种维度探索环境友好型衣物洗护用品，比如研发更多创新环保产品及举办活动宣传环保理念也非常重要。”

— 柴静彦，研究分析师

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Laundry and Fabric Care - China

“In China’s laundry and fabric care market, consumers focus more on laundry detergents compared to fabric care products. When doing the laundry, the majority of Chinese consumers have cultivated the habit to separate different fabrics and expect laundry products to provide better protection and prolong the life of their clothes ...