

July 2014

洗洁精 - China

"过去几年，洗洁精产品市场稳步增长，预计未来将继续保持这样的增长趋势。由于在线零售渠道的发展以及现代零售渠道的扩张，人们的选择范围不断扩大，区域性品牌及国际品牌能够触及更广泛的消费群体。此外，城市化的快速推进、消费者可支配收入的增加以及政府对天然、可降解表面活性剂的支持进一步促进了洗洁精产品需求的增长。"

— 刘玉洁（高级研究分析师）

May 2014

Dishwashing - China

"The dishwashing products market has maintained stable growth over the past few years, with the future growth trend expected to continue at similar pace. The development of online retail channels and the expansion of modern trade have widened people's choice and enabled regional and international brands to connect with a ...