

October 2014

衣物洗护产品 - China

“由于洗护目的、服装类型和消费群体不同，所以对于品牌而言，多效合一和专用产品同等重要，能帮助解决消费者多样化的衣物洗护需求。为了超越竞争对手，品牌可以通过香味、产品形态和包装创新带来卓越使用体验，从而成功脱颖而出，持续吸引消费者对其的兴趣”。

— 刘玉洁（高级研究分析师）

August 2014

Fabric Care - China

“Over the past five years, the fabric care market has experienced robust growth, driven by consumers' higher personal hygiene standards, the increased proportion of earning spent on clothing, and a shift in laundry detergent product formats from powder to liquid as a result of premiumisation. In addition, the expansion of ...