

February 2014**家用硬表面清洁护理产品 - China**

中国家用清洁产品行业在过去十年经历了爆发式发展。目前，中国家庭硬质表面护理和清洁产品的市场规模全球第二，仅次于美国。尽管如此，该市场有待开发，增长潜力巨大。城市消费者（尤其是中产阶级消费者）的住房拥有率正快速上升，家用电器和家具的拥有量也日益增长。

January 2014**空气清新剂 - China**

受益于居民可支配收入的增长以及城市化所带来的消费群扩张，中国空气清新剂市场的销售量和销售额在2008-2012年间实现了稳定增长。由于中国人口增长放缓，国内消费者越来越青睐健康的生活方式，因此预计空气清新剂市场销售额增速将从2013年起放缓。

December 2013**Household Hard Surface Cleaning and Care Products - China**

“With the population and economy growing, use of household cleaning products is also expected to expand. To take advantage of this, both domestic and foreign manufacturers are racing to build plants in China to establish their strategic footholds.”

November 2013**衣物洗护用品 - China**

中国衣物洗护用品市场的销售额增长明显放缓，且竞争日渐白热化。鉴于此，许多龙头企业已开始探索更为创新的方式，以使其产品和品牌更能吸引不太喜欢洗衣的消费者，使他们觉得洗衣可以更方便，而不再是件苦差事。随着市场增长持续放缓，衣物洗护产品制造商的不断推进营销创新的需求只增不减。

October 2013**Air Fresheners - China**

“Thanks to growing disposable income and urbanisation resulting in an expanding consumer base, the air fresheners market in China has enjoyed steady growth between 2008 and 2012. The effectiveness of eliminating odours remains the second most important factor when buying air fresheners, thus traditional air fresheners that highlight the benefits ...

September 2013

Laundry Detergents and Fabric Conditioners - China

“Value growth in the laundry care market in China is clearly beginning to slow down, and competition is mounting. Already we are seeing a reaction to this among leading companies that are looking at increasingly innovative ways to make their products and brands more interesting to consumers. As the market ...

July 2013

洗洁精 - China

销售额增长放缓迫使领先的洗洁精产品制造商不断对产品进行创新，以维持消费者的兴趣并满足消费者对具有更强去污力和更多功效的产品日益强劲的需求。

May 2013

Dishwashing - China

“Most Chinese consumers wash their dishes by hand on a daily basis, so beyond cleaning power consumers are looking for more products that are skin-safe, environmentally friendly, provide added hygiene through antibacterial action and are convenient to use.”