

December 2021

购买家居清洁产品 - China

“2020年推动家居清洁市场的“疫情红利”已基本被耗尽。虽然消费者仍相当重视家居清洁，但家居清洁品牌需加快脚步，提供给消费者兼具清洁效果和温和性的解决方案，以迎合他们在后疫情时代不断演变的需求。为了避免错失未来的机遇，品牌需更努力地满足消费者对环境友好型产品的需求。此外，品牌也需通过社交电商和网上论坛等新兴平台传递其对环保的承诺，以启发消费者主动发掘产品信息，尤其是针对25-39岁的消费群体。”

— 蒋亚利，高级研究分析师

November 2021

Shopping for Household Cleaning
Products - China

“The COVID-19 dividend that boosted the market in 2020 has largely been spent. Though consumers' awareness of cleaning remains high, household cleaning brands need to act quickly and offer solutions that balance cleaning and mildness to cater to evolving needs in the post-COVID-19 era. And to avoid missing out on ...