

April 2015

家居清洁 - China

“除了高效家居清洁产品，品牌还可以提供专业清洁服务，从而在拥挤的市场中脱颖而出，并且培养消费者的家居清洁习惯和品牌忠诚度。”

— 姜雨微，研究分析师

March 2015

Cleaning the House - China

“Providing not just effective household cleaning products but also professional cleaning services could help brands to stand out of the crowd and form consumers’ cleaning habits and brand stickiness.”

— Ivy Jiang, Research Analyst