

October 2020

衣物洗护用品 - China

“疫情后，衣物洗护用品市场需要应对消费者在健康方面的顾虑和清洁生活方式。关键在于如何清楚地与消费者沟通衣物洗涤产品对健康的影响。消费者对皮肤健康的关注代表着机遇——品牌可以推出有助于避免皮肤问题产生的除菌衣物洗涤产品，另外，抗敏感和亲肤的衣物洗涤产品也有进一步探索空间。”

— 李玉梅，高级研究分析师

September 2020

Laundry and Fabric Care - China

“The laundry and fabric care category needs to respond to consumers’ health-related concerns and clean lifestyles after the COVID-19 outbreak. It is critical for brands to provide clear communication of the health impacts associated with laundry products. Consumers’ attention to skin health represents opportunities – anti-bacterial laundry products can help ...