

September 2018

家用电器 - China

“中国家用电器市场平稳增长，反映了中国稳定的经济环境及增长的住房市场。消费者财务状况可观，从而有条件创造更轻松温馨的家居环境。提高生活质量是促使消费者使用更先进的家用电器的首要因素。例如，空气净化器和电烤箱在受访的城镇消费者中非常普及，渗透率接近50%。”

— 金乔颖，研究副总监

August 2018

Household Appliances - China

“The household appliance market is moderately growing in China, reflecting a steady economic status and a growing housing market. The healthy financial condition allows consumers to build a more relaxed and cosy environment at home, hence improving the quality of life works as the top trigger and motivates them to ...

衣物洗护用品 - China

“浓缩洗衣液在中国有潜力实现更高渗透率，但需要更加强消费者教育。该市场已经趋于成熟，因此机会来自迎合小众需求（如婴儿专用衣物洗护产品）。有利于皮肤的产品宣称将是提高消费者信赖、带动销售额的有效方法。”

— 周文棋，研究分析师

July 2018

Laundry and Fabric Care - China

“Concentrated laundry liquid has the potential for greater penetration in China, but more education is needed for consumers. This is a saturated market starts and so opportunities lie in catering to niche demands such as specialised fabric care and baby laundry products. Proving safety credentials in terms of dermatological claims ...