

September 2015

衣物洗护用品 - China

“由于衣物洗护用品是人们日常生活的必需品，因此，该市场的市场表现依旧强劲。2014年，零售市场总销售额突破605.22亿元人民币。”

July 2015

Laundry and Fabric Care - China

"In order to boost sales in a mature market such as laundry and fabric care, companies and brands could not only tap into more subdivided segments (eg products designed for kids in different age ranges) but also target specific consumer groups (eg 20-24-year-olds)."

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