

Laundry and Fabric Care - China - August 2016

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“In order to develop laundry and fabric care products with appealing selling points, companies need to understand current Chinese consumers’ complex and different laundry habits.”

– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- How can laundry and fabric care products appeal to Chinese consumers’ sense of smell?
- How can pod/capsule detergent overcome barriers in the China market?
- Opportunity for convenient pre-treat products

The growth of the laundry and fabric care market in China continued to slow down in 2015 due to a maturing market environment with less room to grow volume consumption. But opportunities for market development still exist as companies can encourage consumers to trade up their consumption (eg from liquid detergent to capsule/pod detergent) and try more niche products (eg scent booster and in-wash pre-treat products).

Doing the laundry may not be something everyone looks forward to, but it remains an essential regular task for every family. Chinese consumers have different laundry habits, thus, understanding Chinese consumers’ attitudes and behaviours regarding doing the laundry is essential for both international and domestic companies.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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