

## Laundry and Fabric Care - China - July 2018

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“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 will be an effective way of driving trust and value.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Concentrated laundry liquid needs more consumer education
- Product segmentation brings more opportunities
- How can brands prove 'safety'?

The laundry and fabric care market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 3.6% over 2018-23. Potential in concentrated laundry detergents and other specific product innovation is contributing to the market growth.

Consumers have become more sophisticated in their laundry routines as they are using more types of laundry products than before, and they are especially more interested in capsule and specialised fabric care products. Concentrated laundry liquid wins in terms of consumer perceptions of what constitutes the most effective laundry product, but lacks sufficient consumer cultivation. The importance of proving safety requires credentials when it comes to dermatology is essential to fostering greater consumer trust.

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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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