

Laundry and Fabric Care - China - July 2015

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"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)."
– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese laundry and fabric care market? Who are the leading players in this market?
- How do Chinese people wash clothes and what kind of laundry and fabric care products do they use?
- What do consumers think about product improvements when doing laundry?
- Which kind of laundry and fabric care products are most appealing for Chinese people?
- What are consumers' attitudes towards laundry and fabric care products?

Sales in China's laundry and fabric care market have remained strong as laundry and fabric care products are necessities for people's daily life.

Currently, the total laundry and fabric care market is still mainly driven by the laundry detergent segment as products coming from this segment are essentials for household cleaning. But the market share of this segment has decreased over last two years, which is mainly due to the emerging trend that more and more consumers start to use conditioners/softeners.

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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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