

Laundry and Fabric Care - China - August 2020

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This report looks at the following areas:

- There's scope for more skin-focused products
- Demand for multi-functional products is both boon and bane
- Impact of COVID-19 on laundry and fabric care

The laundry and fabric care category is expected to maintain steady value growth through 2025, driven by trading up in product formats, eg from powder to liquid/concentrated liquid, and advancements in new products, such as offering multi-functionality, long-lasting fragrance, skin benefits, etc. The market has remained relatively stable during the COVID-19 outbreak as it is an essential category but consumers haven't shown any intention to empty shelves. Mintel predicts a slight slowdown in value growth in 2020 due to the decrease in income, but the market will resume previous growth from 2021.

This Report looks into Chinese consumers' habits of and attitudes towards doing the laundry, as well as their usage of laundry products. In particular, it investigates the reasons why consumers use or do not use fabric spray, a new product in this category, to help brands identify priority aspects for improvement. It also makes suggestions for future new product launches by understanding consumers' attitudes towards product innovation in this category. Furthermore, this Report provides a spotlight analysis of the impact of COVID-19 on the laundry and fabric care category, pointing out the short- and long-term opportunities presented by the current circumstances.



"The laundry and fabric care category needs to respond to consumers' health-related concerns and clean lifestyles after the COVID-19 outbreak. It is critical for brands to provide clear communication of the health impacts associated with laundry products."

- Alice Li, Senior Analyst

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