

September 2016

衣物洗护用品 - China

“为了推出具有诱人卖点的衣物洗护产品，公司需要了解中国消费者当前复杂和不同的洗衣习惯。”

家用纸制品 - China

“阻碍消费者使用湿厕纸和厨房湿巾等小众纸制品的两大原因是相关性低、有替代选择，这意味着，如果公司有意开发这些细分市场，就需要优先市场教育。”

– 李宇静，高级研究分析师

August 2016

Laundry and Fabric Care - China

“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

Household Paper Products -
China

“The two main reasons hindering consumers from using niche paper products such as moist toilet paper and kitchen wipes are low relevance and substitutable alternatives, indicating that companies need to prioritise market education if they plan to grow in these subdivided markets.”