

September 2015

衣物洗护用品 - China

“由于衣物洗护用品是人们日常生活的必需品，因此，该市场的市场表现依旧强劲。2014年，零售市场总销售额突破605.22亿元人民币。”

July 2015

Laundry and Fabric Care - China

"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)."