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衣物洗护用品 - China

“消费升级和利用多种产品的精细化洗衣流程是衣物洗护用品市场的增长引擎。在衣物洗涤品类中，使用更方便的洗衣凝珠大有潜力。此外，融入功能性益处（如柔顺衣物和除菌）的衣物留香珠可为衣物护理品类开创新前景。”

— 何雨婷，研究分析师

Laundry and Fabric Care - China

“Trading up and refining laundry routines with more products are the growth engines of the laundry and fabric care category. Capsules have great potential among laundry detergents, with an advantage in convenience. In-wash scent boosters, when combined with functional benefits (eg softening fabrics, sterilising), can open up a new prospect ...”