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购买家居清洁产品 - China

“新冠疫情后，消费者对家居清洁和卫生安全的需求不断提升，家居清洁产品得以成为一大赢家品类。但是，该品类高度关注功效，消费者的价格敏感度较高，市场零售竞争激烈。英敏特发现，家居清洁品类的不同销售渠道吸引了不同类型的消费者。由此可见，与其采用统一的营销套路，品牌需要采取更有针对性的差异化营销沟通策略。”

— 金乔颖，品类总监

Shopping for Household Cleaning Products - China

“Household cleaning products come out as one of the winning categories after COVID-19 due to growing demand for a clean and safe home living environment. But retail competition is fierce with such a functional-driven and price sensitive category. Mintel has identified that different channels attract different types of cleaning product ...