

December 2021

购买家居清洁产品 - China

“2020年推动家居清洁市场的“疫情红利”已基本被耗尽。虽然消费者仍相当重视家居清洁，但家居清洁品牌需加快脚步，提供给消费者兼具清洁效果和温和性的解决方案，以迎合他们在后疫情时代不断演变的需求。为了避免错失未来的机遇，品牌需更努力地满足消费者对环境友好型产品的需求。此外，品牌也需通过社交电商和网上论坛等新兴平台传递其对环保的承诺，以启发消费者主动发掘产品信息，尤其是针对25-39岁的消费群体。”

— 蒋亚利，高级研究分析师

November 2021

Shopping for Household Cleaning Products - China

“The COVID-19 dividend that boosted the market in 2020 has largely been spent. Though consumers’ awareness of cleaning remains high, household cleaning brands need to act quickly and offer solutions that balance cleaning and mildness to cater to evolving needs in the post-COVID-19 era. And to avoid missing out on ...

August 2021

衣物洗护用品 - China

“在中国的衣物洗护用品市场，比起衣物护理产品，消费者更注重衣物洗涤产品。大多数中国消费者在清洗衣物时已养成了将不同面料分开洗涤的习惯，并期待洗涤产品可为衣物提供更好的保护并延长衣物的使用寿命。因此，针对不同面料的产品细分和保护性衣物洗涤产品可满足消费者需求。此外，从各种维度探索环境友好型衣物洗护用品，比如研发更多创新环保产品及举办活动宣传环保理念也非常重要。”

— 柴静彦，研究分析师

July 2021

Laundry and Fabric Care - China

“In China’s laundry and fabric care market, consumers focus more on laundry detergents compared to fabric

care products. When doing the laundry, the majority of Chinese consumers have cultivated the habit to separate different fabrics and expect laundry products to provide better protection and prolong the life of their clothes ...

June 2021

家居生活与清洁电器 - China

“随着消费者的需求更加多元化和新兴，家居生活与清洁电器也在向多元化方向发展。无论是单身人士、宠物主人还是有孩子的家庭，消费者购买家居生活与清洁电器的目的各有不同，这给品牌带来挑战，即要创造不同的产品细分以迎合这些多元化的使用场景。无论如何，随着消费能力的提升和健康生活方式的意识不断增强，中国家居生活与清洁电器市场将继续保持稳健增长。”

— 益振嵘，研究总监

Household & Cleaning Appliances - China

“With more diversified and emerging needs from consumers, household and cleaning appliances are also moving forward in a path of diversification. Whether they are single people, pet owners or families with children, consumers have their own reasons for buying household and cleaning appliances, which poses challenges for brands to create ...

May 2021

餐具洗涤用品 - China

“新冠疫情期间，餐具洗涤市场出现强劲增长态势。疫情后，随着消费者日常生活中卫生习惯与健康意识的日益提高，与产品安全相关联的特性也成为了产品升级的关键所在。消费者愿意花更多的钱，购买那些可以让他们放心的安全产品。与此同时，他们也开始寻求环保解决方案，以期为未来的可持续发展提供保障。”

— 靳尧婷，研究分析师

April 2021

Dishwashing Products - China

“The dishwashing market saw strong growth during the pandemic and safety related features are the key focus to upgrade as consumers have become increasingly aware of hygiene habits and wellbeing in daily life post the COVID-19 outbreak. Consumers are willing to spend more on products that reassure their safety concerns ...

March 2021

空气清新产品 - China

“为保持与时俱进，空气清新产品需要适应消费者不断变化的生活方式并创造新的使用场景。虽然除异味空气清新剂几乎是“过去式”，但品牌有机会针对厨房油烟和宠物异味。同时，品牌需要向消费者科普异味是室内空气污染源之一，并强调其对健康的影响，从而与其他带有香味的家庭护理产品相抗衡。此外空气清新产品应进一步融入日常活动，以支持消费者的情绪健康，比如在工作、锻炼或沐浴/泡澡时。”

— 李玉梅，研究副总监

February 2021

Air Care - China

“Air care needs to adapt to consumers’ changing lifestyles and create new usage occasions to remain relevant. While odour-removal air fresheners are almost a thing of the past, there are opportunities to target bad cooking smells and pet odours. Meanwhile, brands need to educate consumers that odour is a source ...