

February 2014

家用硬表面清洁护理产品 - China

中国家用清洁产品行业在过去十年经历了爆发式发展。目前，中国家庭硬质表面护理和清洁产品的市场规模全球第二，仅次于美国。尽管如此，该市场有待开发，增长潜力巨大。城市消费者（尤其是中产阶级消费者）的住房拥有率正快速上升，家用电器和家具的拥有量也日益增长。

January 2014

空气清新剂 - China

受益于居民可支配收入的增长以及城市化所带来的消费群扩张，中国空气清新剂市场的销售量和销售额在2008-2012年间实现了稳定增长。由于中国人口增长放缓，国内消费者越来越青睐健康的生活方式，因此预计空气清新剂市场销售额增速将从2013年起放缓。

December 2013

Household Hard Surface Cleaning and Care Products - China

“With the population and economy growing, use of household cleaning products is also expected to expand. To take advantage of this, both domestic and foreign manufacturers are racing to build plants in China to establish their strategic footholds.”

October 2013

Air Fresheners - China

“Thanks to growing disposable income and urbanisation resulting in an expanding consumer base, the air fresheners market in China has enjoyed steady growth between 2008 and 2012. The effectiveness of eliminating odours remains the second most important factor when buying air fresheners, thus traditional air fresheners that highlight the benefits ...