

August 2017

衣物洗护用品 - China

“尽管中国衣物洗护产品市场需求稳定，趋于饱和，但品牌依然不懈地投资推出新产品，保持对消费者的吸引力，鼓励消费者趋优购买有额外功效的产品和浓缩型洗衣液。然而衣物护理剂/柔顺剂在中国市场依然举步维艰。消费者并不熟悉此类产品的功效，而且往往对之有不切实际的期待，因此品牌需要对此进行恰当的宣传推广。”

– 李玉梅，研究分析师

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Laundry and Fabric Care - China

“Even though the laundry and fabric care market in China has been saturated with steady demand, brands are investing in new product development to keep consumers engaged and trading up to products with additional functions and concentrated liquid detergents. However, fabric conditioners and softeners are still struggling to thrive in ...