

November 2018

家用纸制品 - China

“作为一个发展完善的品类，家用纸制品市场的未来发展依赖于使用场合的拓展和消费者的消费升级意愿。比如，可以利用健康饮食趋势鼓励消费者在烹饪及准备食物时使用厨房纸，如用于吸收食物中过多的油脂；也可以在包装和选材上创新，给消费者提供便利和附加价值。”

— 李玉梅，高级研究分析师

October 2018

Household Paper Products - China

“As a well-established category, the future development of the household paper market relies on the expansion of usage occasions and consumers' willingness to trade up. For example, there's potential to encourage more uses of kitchen paper in cooking and food preparation by capitalising on the healthy eating trend, such as ...

September 2018

家用电器 - China

“中国家用电器市场平稳增长，反映了中国稳定的经济环境及增长的住房市场。消费者财务状况可观，从而有条件创造更轻松温馨的家居环境。提高生活质量是促使消费者使用更先进的家用电器的首要因素。例如，空气净化器和电烤箱在受访的城镇消费者中非常普及，渗透率接近50%。”

— 金乔颖，研究副总监

August 2018

Household Appliances - China

“The household appliance market is moderately growing in China, reflecting a steady economic status and a growing housing market. The healthy financial condition allows consumers to build a more relaxed and cosy environment at home, hence improving the quality of life works as the top trigger and motivates them to ...

衣物洗护用品 - China

“浓缩洗衣液在中国有潜力实现更高渗透率，但需要更加强消费者教育。该市场已经趋于成熟，因此机会来自迎合小众需求（如婴儿专用衣物洗护产品）。有利于皮肤的产品宣称将是提高消费者信赖、带动销售额的有效方法。”

— 周文棋，研究分析师



Household - China

July 2018

Laundry and Fabric Care - China

“Concentrated laundry liquid has the potential for greater penetration in China, but more education is needed for consumers. This is a saturated market starts and so opportunities lie in catering to niche demands such as specialised fabric care and baby laundry products. Proving safety credentials in terms of dermatological claims ...