

November 2019**湿巾 - China**

“为了寻求更好的生活质量，消费者在不同场合正在积极尝试不同类型的湿巾。在与小孩和宠物玩耍时，湿巾比抽纸/手帕纸更具优势，但在外出游玩、运动和就餐等场景中，湿巾的潜力还有待进一步挖掘。这表明，即使是对于小品牌和小众产品类型来说，如果它们能够在精确定位的基础上进行创新和确保产品安全，从而满足消费者的需求，那么这些品牌也有潜力获得成功。”

– 蒋亚利，高级研究分析师

October 2019**Wet Tissues - China**

“Consumers are actively trying different types of wet tissues in order to seek better quality of life across different occasions. Wet tissues already show an edge over facial tissues/handkerchiefs in playing with children and pets, but potential exists to dig deeper into scenarios like travelling, exercising and dining. This ...

August 2019**衣物洗护用品 - China**

“洗衣凝珠虽在中国已发展多年，却仍是小众产品，亟待进一步科普教育。但越来越多生产商在洗衣凝珠上下功夫，以刺激饱和的市场。毋庸置疑，洗衣凝珠品牌应优先考虑更好的洗衣效果和多种功能，而颜值高也能很好地吸引女性消费者。此外，由于高端化和产品细分化的趋势，专用产品应声崛起，尤其是贴身衣物洗涤产品潜力十足。”

– 周文棋，研究分析师

July 2019**Laundry and Fabric Care - China**

“After years of development in China, capsules are still niche with further education needed, but more and more manufacturers are making efforts in capsules to stimulate the saturated market. Better performance and multiple functions should be prioritised for capsules for certain, while attractive packaging resonates with women well. Moreover, specialised ...

April 2019

家居清洁 - China

“除了基本的清洁功能外，家居清洁品牌也需要为消费者提供额外的健康益处。随着消费者越来越多地亲自进行家居清洁，家居清洁在改善心理健康方面的作用被广泛认可，为相关产品的研发和营销创造了机遇。此外，宠物拥有率提升，人们和宠物之间的情感联系加强，品牌需要在其产品中纳入宠物安全类宣称，针对宠物主人家居清洁的痛点提供解决方案。”

– 李玉梅，高级研究分析师

餐具洗涤用品 - China

“中国的餐具洗涤用品市场处于成熟、稳定的阶段，年增长率逐渐放缓。市场机会在于消费者在更为了解各种产品选择后向高端产品的消费升级。因此，如今大量消费者，尤其是年轻消费者从高端超市购买餐具洗涤用品，这并不令人意外。这意味着竞争不再仅仅集中于大众市场，也将向高端市场扩张。”

– 尹昱力，初级研究分析师

March 2019

Dishwashing Products - China

“The Chinese dishwashing market is at a mature, steady stage, and has been facing annually easing growth. The market opportunities lie in consumers trading up to premium products after becoming more informed about available offerings. As such, it is not surprising to see a remarkable number of consumers buying dishwashing ...

Cleaning the House - China

“Brands in the household cleaning market need to move beyond basic cleaning and provide extra health benefits. As consumers are increasingly cleaning the house themselves, the role cleaning can play in improving mental health is widely recognised and presents opportunities for product development and marketing. Also, with growing pet ownership ...