

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

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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 ...