

December 2020

购买家居清洁产品 - China

“新冠疫情后，消费者对家居清洁和卫生安全的需求不断提升，家居清洁产品得以成为一大赢家品类。但是，该品类高度关注功效，消费者的价格敏感度较高，市场零售竞争激烈。英敏特发现，家居清洁品类的不同销售渠道吸引了不同类型的消费者。由此可见，与其采用统一的营销套路，品牌需要采取更有针对性的差异化营销沟通策略。”

— 金乔颖，品类总监

October 2020

衣物洗护用品 - China

“疫情后，衣物洗护用品市场需要应对消费者在健康方面的顾虑和清洁生活方式。关键在于如何清楚地与消费者沟通衣物洗涤产品对健康的影响。消费者对皮肤健康的关注代表着机遇——品牌可以推出有助于避免皮肤问题产生的除菌衣物洗涤产品，另外，抗敏感和亲肤的衣物洗涤产品也有进一步探索空间。”

— 李玉梅，高级研究分析师

September 2020

Laundry and Fabric Care - China

“The laundry and fabric care category needs to respond to consumers’ health-related concerns and clean lifestyles after the COVID-19 outbreak. It is critical for brands to provide clear communication of the health impacts associated with laundry products. Consumers’ attention to skin health represents opportunities – anti-bacterial laundry products can help ...

March 2020

餐具洗涤用品 - China

“消费者购买环保产品的首要原因是这些产品对人有益，而非因为这些产品能造福地球。消费者愿意为成分天然、可生物降解配方和不含防腐剂的餐具洗涤用品支付溢价，因为消费者认为这类产品使用起来更安全。如果品牌想要用环保优势说服消费者，首要任务是证明产品安全、天然、对人体有益，其次才是对环境的益处。”

Shopping for Household Cleaning
Products - China

“Household cleaning products come out as one of the winning categories after COVID-19 due to growing demand for a clean and safe home living environment. But retail competition is fierce with such a functional-driven and price sensitive category. Mintel has identified that different channels attract different types of cleaning product ...

— 李玉梅，高级研究分析师

February 2020

Dishwashing Products - China

“The primary reason consumers buy environmentally friendly products is because they are good for human beings rather than good for the planet. Consumers are willing to pay extra for dishwashing products with natural ingredients, biodegradable formula and no preservatives, which are considered safer to use. If a brand wants to ...

空气清新产品 - China

“消费者对空气清新产品的需求有所转变，从作为去除异味的功能性产品转变为关注改善室内空气质量、提升家居氛围和情绪等促进个人身心健康的产品，后者将是未来的关键增长动力。空气清新品类新产品的研发和营销需要跟进这种转变，例如应对室内污染物（如甲醛）、采用芳香疗法宣称、提供更天然的产品等。”

— 李玉梅，高级研究分析师

January 2020

Air Care - China

“There has been a shift in consumer demand for air care products, from being functional for eliminating odours, to focus on personal wellbeing by improving indoor air quality, enhancing home ambience and mood, which will be a key growth driver in the future. New product development and marketing in air ...