

February 2020**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 ...

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