**Chinese Consumer Laundry Study**

**WHO IS THE CHINESE CONSUMER?**

- **Age Distribution**:
  - 13-18 yrs: 28%
  - 19-24 yrs: 22%
  - 25-30 yrs: 18%
  - 31-45 yrs: 28%

- **Occupation**:
  - Full-time: 62%
  - Part-time: 25%
  - Staying at home: 13%

- **Marital Status**:
  - Single: 29%
  - Married: 35%
  - Married with kids: 36%

- **Education**:
  - High school or below: 30%
  - College: 43%
  - Graduate school: 25%

- **Income**:
  - Less than 600 RMB: 13%
  - 600 - 1200 RMB: 18%
  - 1200 - 2500 RMB: 29%
  - 2500 - 5000 RMB: 22%
  - Over 5000 RMB: 20%

**HOW DO THEY CLEAN THEIR LAUNDRY?**

- **Laundry Frequency**:
  - 1-2 days: 33%
  - 3-4 days: 40%
  - 5 days or more: 27%

- **Types of Stains**:
  - Body stains: 46%
  - Food stains: 44%
  - Outdoor stains: 21%

- **Reasons to Hand Wash**:
  - Saving time: 34%
  - Machine washing is associated with dirtiness: 33%
  - More often than machine washing: 28%

- **Hand Washing Duration**:
  - 10 minutes or less: 56%
  - 10-30 minutes: 28%
  - 30 minutes or more: 16%

**WHAT PRODUCTS DO THEY USE?**

- **Detergent Usage**:
  - Soap flakes: 2%
  - Soap: 3%
  - Detergent powder: 96%

- **Factors for Product Selection**:
  - Smell: 56%
  - Refreshing and clean: 46%
  - Keeps clothes looking new for a long time: 37%

- **Age and Preference**:
  - Ages 13-18: Soap flakes: 8% (67% soap flakes)
  - Ages 19-24: Detergent powder: 95% (4% soap flakes)
  - Ages 25-30: Detergent powder: 97% (3% soap flakes)
  - Ages 31-45: Detergent powder: 95% (5% soap flakes)

**PROBLEMS AND UNMET NEEDS**

- **Switching to Machine Washing**:
  - Less than half are soaked before washing:
    - 13-18 yrs: 44%
    - 19-24 yrs: 49%
    - 25-30 yrs: 51%
    - 31-45 yrs: 47%

- **Amount of Detergent**:
  - Use the cap: 44%

- **Combined Products**:
  - 2-IN-1 Detergent and Fabric Conditioner: THE LEAST POPULAR CHOICE FOR BOTH

**WHAT DO THEY WANT?**

- **Top Expectations for Laundry Products**:
  - Bike: 55%
  - Remove stains: 51%
  - Whiteness preservation: 51%

**CONSUMER INSIGHTS**

- **China Focus**:
  - More forward-looking, valuing discovery, nature, and environmentalism

- **Consumer Insight**:
  - Less than half are soaked before washing
  - Use the cap
  - 2-IN-1 Detergent and Fabric Conditioner: THE LEAST POPULAR CHOICE FOR BOTH

- **Market-Driven Products**:
  - Developing market-driven products that meet real world needs

**TOGETHER, WE CAN IMPROVE CLEANER IDEAS**

- **Brand Building**:
  - INFORM. ENGAGE. INSPIRE.

**Chinese Consumer Laundry Study**

- **AWARENESS (%)**
  - Ever used: 99%
  - Currently using: 99%

- **BENEFITS AND USE**
  - 97% effectiveness in removing stains
  - Gentle on sensitive skin