



中国洗涤用品工业协会
CHINA CLEANING INDUSTRY ASSOCIATION

Detergent Industry in China Mainland

Taipei

October 19th, 2017

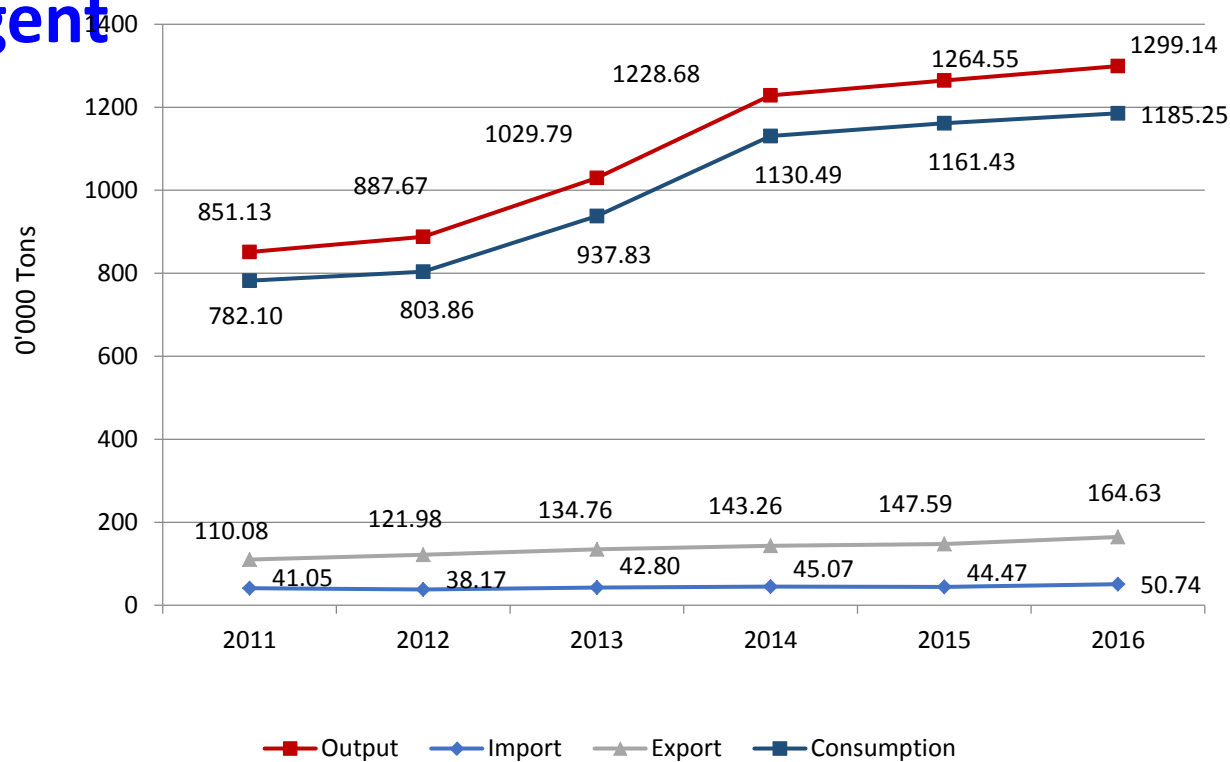
Topics



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- **Market Trends**
- **Revise on National Food Safety Standard-Detergent (GB 14930.1)**
- **CCIA Key Activities**

Output & Consumption of Synthetic Detergent



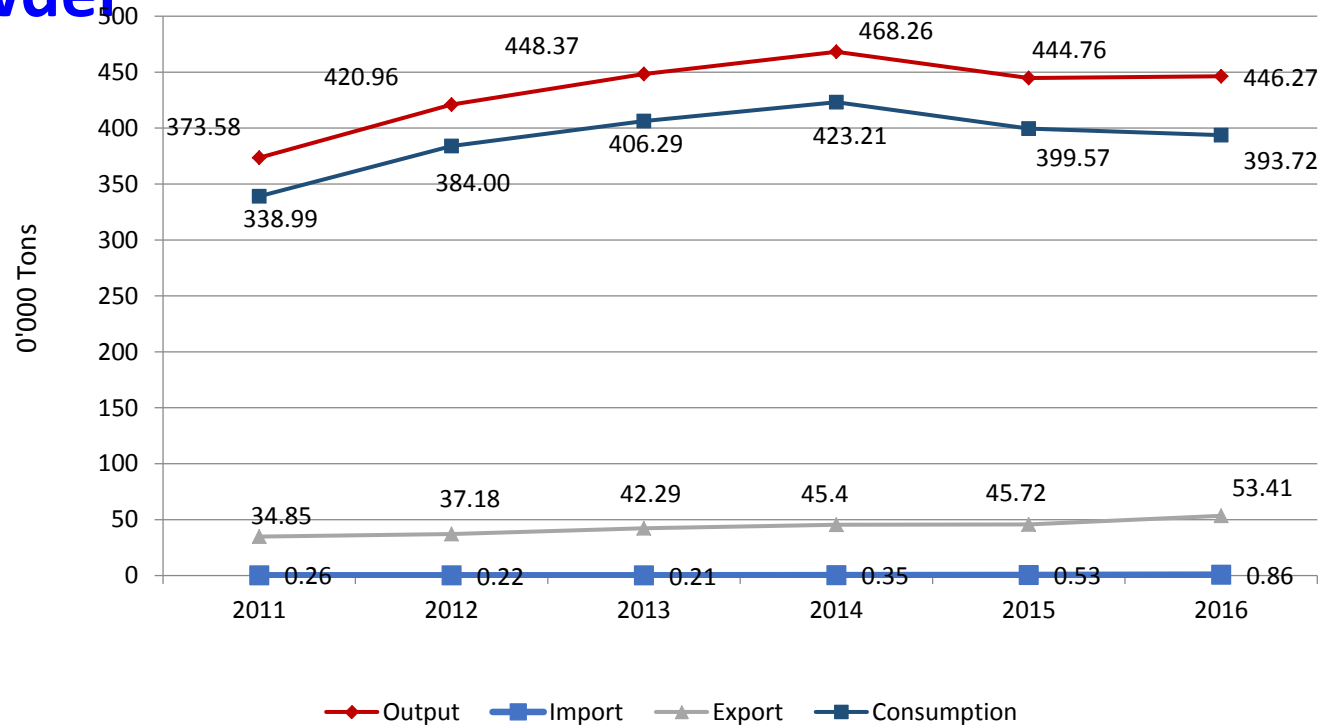
CAGR of Output was 11.15% during 2011-2016

Market Trends



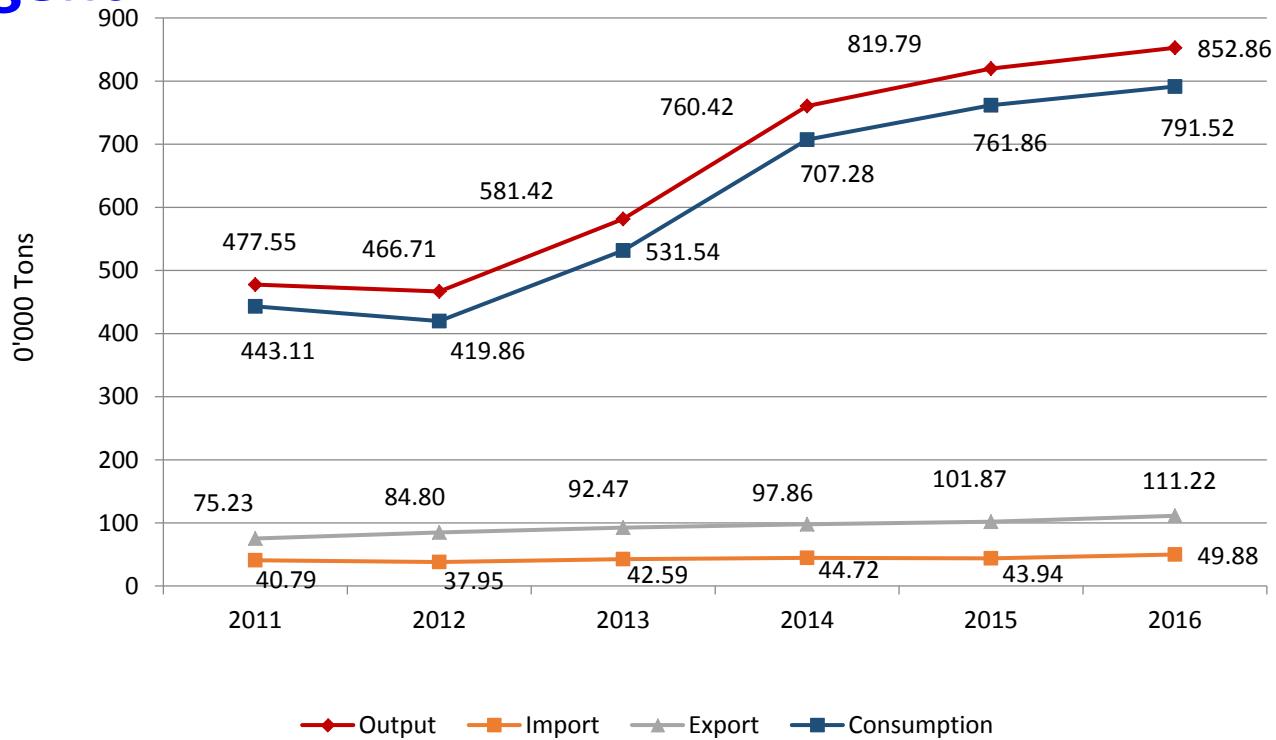
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Output & Consumption of Laundry Powder



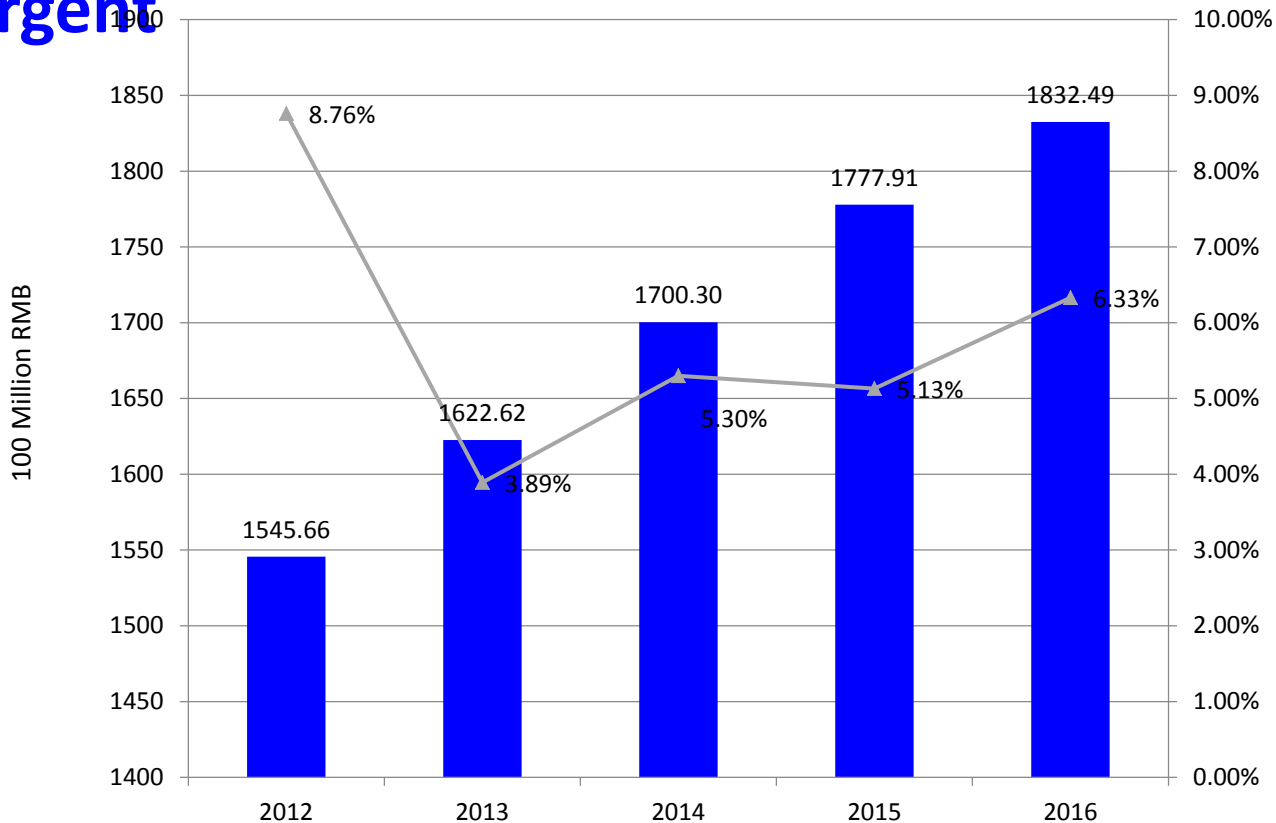
CAGR of Output was 3.62% during 2011-2016

Output & Consumption of Liquid Detergent



CAGR of Output was 12.30% during 2011-2016

Gross Value of Synthetic Detergent



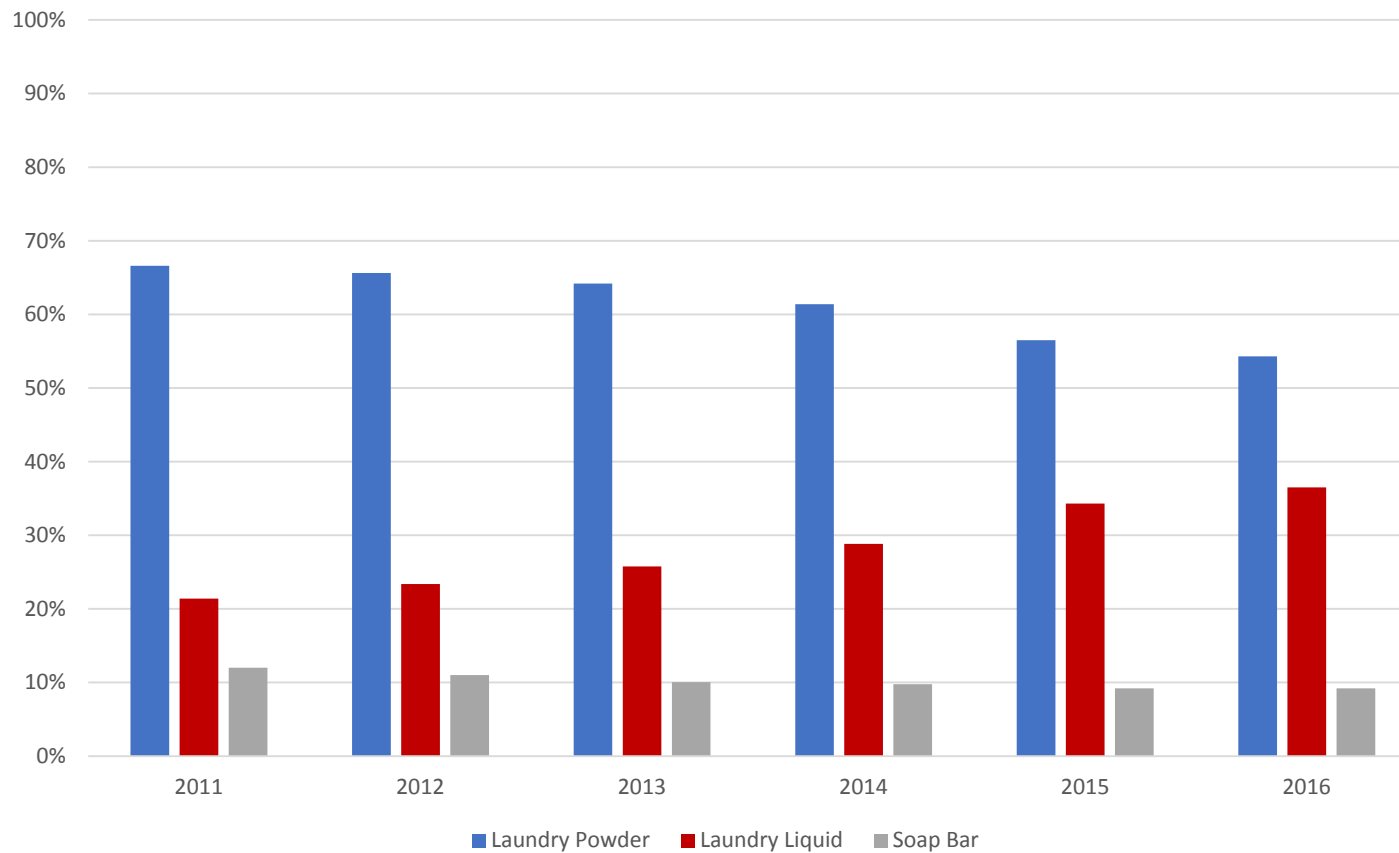
CAGR of Value was 4.35% during 2012-2016

Market Trends



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Laundry Detergent Structure



Washing Habit

Urban area

Washing machine penetration: >95% , key cities>97%

90% families usually do laundry by machine & hand wash

Frequency: 6 times every week

Hand wash: 20%

Rural area

Washing machine penetration: >60%

Hand wash is still playing a major role.

Frequency: 3 times every week

Machine wash: 30%

Revise on National Food Safety Standard- Detergent (GB 14930.1)



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1994

- firstly launched, mandatory standard
- specified basic requirements for part of raw materials and hazardous substance / bacteria limitation of dish-washing detergent and vegetable / fruit-used detergent

2015

- first revised
- add some regulatory items on classification, requirements for more raw materials and hazardous substance limitation and revised bacteria limitation

2017

- second revised
- will revise the items on classification, add positive ingredient list, and specify the ingredient disclosure

Human Health Risk Assessment on Ingredients of Household Cleaning Products

- ◆ Launched in 2014

- ◆ Established a Guideline on human health risk assessment on ingredients of HCP in 2016:

 - Established a technical guide collaborating with Chinese Environmental Mutagen Society, China Research Institute of Daily Chemical Industry & Peking University.

 - Built an exposure model associated with each ingredient application for each cleaning product.

 - Estimate the consumer exposure based on the use habit.

 - Report the "margin of exposure" estimated as a result of the use of cleaning products by consumers.

CCIA Key Activities



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Human Health Risk Assessment on Ingredients of Household Cleaning Products

◆ Finished 2 reports in 2016:

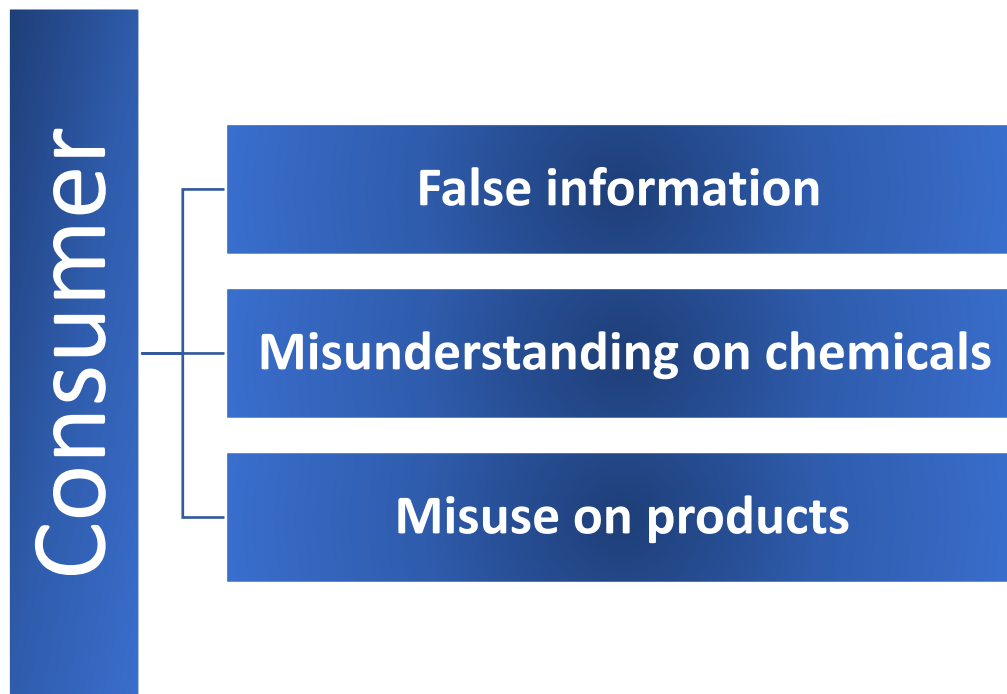
——Human Health Risk Assessment on Ingredients of Washing Products-**LAS** in China

——Human Health Risk Assessment on Ingredients of Washing **Products-Fluorescent Whitening Agents** for Detergents in China

Conclusion: LAS, FWA-1 and FWA-5 are safe for human health based on consumers' using habit in China market.



Consumer Education



They need an expert to explain *what* in and *how* to use them!

CCIA Key Activities

Consumer Education

CCIA initiates a project called **Expert Forum** in 2017

- ✓ Invite experts from universities, institutes and companies
- ✓ Explain: 1. what ingredients are in detergent, their function, safety
- ✓ and 2. how to use each kind of detergent
- ✓ By video and article through **Social Media** and **Internet**





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THANK
YOU