

## **Vietnam Skin Care Market Forecast 2022-2028**

Market Report | 2022-10-03 | 111 pages | Inkwood Research

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### **Report description:**

#### **KEY FINDINGS**

The Vietnam skin care market is anticipated to propel with a 6.47% CAGR during the estimation period, 2022-2028. The increasing need for sensitive skin cosmetics and emphasis on health and wellbeing drive the market growth in Vietnam.

#### **MARKET INSIGHTS**

In Vietnam, skin care is expected to grow rapidly in terms of retail volume and value during the forecast period. The product category that witnessed declining sales in 2021, such as premium skin care kits and anti-cellulite body care, are expected to see positive growth by 2028. The expected strong performance of skin care is based on economic recovery, which will lead to higher living standards, increased awareness of the importance of health and wellness, and a return to more outdoor pre-pandemic lifestyles.

Furthermore, rising vaccination rates in Vietnam are expected to increase demand by supporting economic growth and consumer confidence. Additionally, as more consumers pay attention to their appearance and wellbeing, the influence of South Korean, Japanese, and Western cultures is expected to see regional, international, and global trends penetrate skin care in Vietnam. Importantly, these factors are expected to increase consumer willingness to spend more on skin care products, fostering a premiumization trend in the category.

#### **COMPETITIVE INSIGHTS**

Key players operating in the market include Shiseido Cosmetics Vietnam Co Ltd, Unilever International Co Ltd, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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