

Personal Care Appliances in Vietnam

Market Direction | 2022-12-12 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Personal care appliances continues its robust growth in 2022, thanks to the return of out-of-home activities inspiring consumers to pay attention to their grooming. One major trend is that for enhanced facial cleaning, in response to the high levels of air pollution in Vietnam. As such, electric facial cleansers are booming in popularity, with various brand choices available across both online and offline channels. Sales in this subcategory are strongly driven by beauty vlogs, YouTubers, and soc...

Euromonitor International's Personal Care Appliances in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Personal Care Appliances in Vietnam
Euromonitor International
December 2022

List Of Contents And Tables

PERSONAL CARE APPLIANCES IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Personal care appliances continues its robust growth, with electric facial cleansers an ongoing trend

Personal care for men is growing in demand

Consumers and retailers embrace e-commerce platforms for personal care appliances

PROSPECTS AND OPPORTUNITIES

Consumers avoid buying cheap products in personal care appliances, seeking branded multi-functional variants instead

Marketing activities will continue to focus heavily on social media

Omnichannel strategies herald the way forward

CATEGORY DATA

Table 1 Sales of Personal Care Appliances by Category: Volume 2017-2022

Table 2 Sales of Personal Care Appliances by Category: Value 2017-2022

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2017-2022

Table 5 Sales of Body Shavers by Format: % Volume 2017-2022

Table 6 Sales of Hair Care Appliances by Format: % Volume 2017-2022

Table 7 NBO Company Shares of Personal Care Appliances 2018-2022

Table 8 LBN Brand Shares of Personal Care Appliances 2019-2022

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2017-2022

Table 10 □Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027

Table 11 □Forecast Sales of Personal Care Appliances by Category: Value 2022-2027

Table 12 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027

Table 13 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN VIETNAM

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 17 Sales of Consumer Appliances by Category: Value 2017-2022

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 24	□Sales of Small Appliances by Category: Volume 2017-2022
Table 25	□Sales of Small Appliances by Category: Value 2017-2022
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 27	□Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 28	□NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 30	□NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 32	□Distribution of Major Appliances by Format: % Volume 2017-2022
Table 33	□Distribution of Small Appliances by Format: % Volume 2017-2022
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 43	□Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Care Appliances in Vietnam

Market Direction | 2022-12-12 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com