

## **Dishwashing in Vietnam**

Market Direction | 2023-02-01 | 20 pages | Euromonitor

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### **Report description:**

Dishwashing maintained dynamic retail volume and current value growth in 2022. An important influence on consumer demand for dishwashing during 2022 was rising concern amongst the population of Vietnam about the ecological impact of their choices. The green trend is therefore being strongly driven by both consumers and global brands in dishwashing in Vietnam. Unilever, for instance, through its Sunlight dishwashing brand, offers dishwashing liquids containing 100% plant-based ingredients in bott...

Euromonitor International's Dishwashing in Vietnam market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- \* Get a detailed picture of the Dishwashing 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.

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Sustainable and organic brands see rising popularity, especially in urban areas  
Unilever increases the competition by offering products in a cheaper price range  
Global brands are well-displayed in modern retail channels such as supermarkets

##### PROSPECTS AND OPPORTUNITIES

Demand for dishwashing to remain at a high level due to the popularity of home cooking  
Core products will retain their importance, especially in rural areas  
Modern channels attract consumers with variety and affordability

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