

## **Home Care in Vietnam**

Market Direction | 2023-02-01 | 61 pages | Euromonitor

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### **Report description:**

In 2022, Vietnam was able to manage the economic challenges which emerged, with the government managing to control inflation at around 4%, boosting economic growth. This helped drive retail volume and current value growth across all home care categories. However, due to habits formed by the pandemic, consumers tended to prioritise necessity products and have stronger price sensitivity, which had some impact on consumer's shopping behaviours when it came to home care products.

Euromonitor International's Home Care 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home Care 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.

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## 2022 DEVELOPMENTS

Growth in bleach remains stable, with consumers turning to scented products

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Offline channel retains its dominance

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