

Deodorants in Vietnam

Market Direction | 2023-05-05 | 21 pages | Euromonitor

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Report description:

After a year of slow decline in 2021, deodorants in Vietnam returned to current value growth in 2022, as activities outside the home gradually resumed after the pandemic. However, sales were unable to see full recovery, not quite reaching the level seen in 2020. The spray format has become popular amongst some consumers, since it is convenient to use, a variety of long-lasting fragrances is available, and comes at a lower price point. However, the tall bottle design puts off some consumers, as i...

Euromonitor International's Deodorants 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Consumers look for added features, and increasingly for unscented products
Shopping behaviour affected by social media and marketing activities

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Modern trade channels expected to remain important

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