

Fragrances in Vietnam

Market Direction | 2023-05-05 | 23 pages | Euromonitor

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Report description:

Fragrances saw two consecutive years of current value decline in 2020 and 2021 due to the COVID-19 pandemic. People worked from home where possible, while few social occasions took place during lockdown periods, and consumers tended to stay at home even outside of lockdowns for health and economic reasons, which limited the need to use or purchase new fragrances. Moreover, the slump in tourism, which is an especially important source of sales for fragrances in Vietnam, hurt demand. However, in 2...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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List Of Contents And Tables

FRAGRANCES IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances records a sales rebound in Vietnam as social and work events resume

Sustainable offerings in fragrances are exciting younger consumers

Strong competitive landscape in fragrances in Vietnam

PROSPECTS AND OPPORTUNITIES

Rising consumer confidence expected to lead to full recovery for fragrances

Premium fragrances set to drive growth

Despite growth for e-commerce, offline channels will remain important

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2017-2022

Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN VIETNAM

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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