

Hair Care in Vietnam

Market Direction | 2023-05-05 | 24 pages | Euromonitor

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Report description:

Hair care saw a slight current value decline in 2021, as lockdowns and less contact with other people meant consumers felt there was less need to wash their hair as often. However, hair care in Vietnam returned to growth in 2022. This was supported by an increase in the frequency of consumers leaving the home as the pandemic eased, and as consumers resumed their full grooming routine. However, overall value sales remained lower than those seen in 2020, with full recovery only expected in 2023.

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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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HAIR CARE IN VIETNAM

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2022 DEVELOPMENTS

Hair care maintains fairly stable value sales in 2022

Anti-dandruff is one of the key features when choosing shampoos

Hair care is led by global brands

PROSPECTS AND OPPORTUNITIES

Stable growth expected for hair care as new variants are launched

Number of natural products expected to grow, with foaming formulae preferred

Offline channel will remain key for basic products, but e-commerce also important

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