

## **Dishwashing in Vietnam**

Market Direction | 2024-02-22 | 20 pages | Euromonitor

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### **Report description:**

Dishwashing registered robust growth in both retail volume and current value terms in 2023, as the consumer base for such products continued to widen. Factors such as the habit of cooking at home to save money and heightened hygiene concerns as a result of the pandemic also continued to have a positive impact on sales.

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 2028 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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Innovative ingredients and packaging designs are explored by multiple brands

Sunlight maintains its dominant position

##### PROSPECTS AND OPPORTUNITIES

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Sustainability concerns will lead to greater emphasis on eco-friendly dishwashing practices

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##### SOURCES

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