

Menstrual Care in Vietnam

Market Direction | 2024-03-18 | 23 pages | Euromonitor

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Report description:

Vietnam's population reached continued to grow in 2023 with 31% of the population being females aged 12-54 years, with this being important to the continued growth of the category. Menstrual care continued to boast stronger growth rates compared to other Southeast Asian markets in 2022 and 2023. This dynamism was largely driven by higher hygiene standards and the increasing urbanisation of rural areas, as well as improved education around the use of these products. Another small driver of growth...

Euromonitor International's Menstrual 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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Users seek premium benefits with a focus on hygiene, freshness and eco-friendliness

Global brands continue to dominate sales but new players applying pressure

PROSPECTS AND OPPORTUNITIES

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