

## **Tissue and Hygiene in Vietnam**

Market Direction | 2024-03-18 | 54 pages | Euromonitor

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### **Report description:**

Higher disposable incomes and rapid urbanisation helped drive sales of tissue and hygiene in Vietnam during 2022-2023 with growth being seen in both value and volume terms. Vietnam's GDP was forecasted surpass 5% in 2023, while the inflation rate remained stable. Even though unit prices across tissue and hygiene experienced limited and controlled growth in 2023, manufacturers were still impacted by unforeseen increases in material prices. This, however, did not have a huge impact on demand as co...

Euromonitor International's Tissue and Hygiene 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: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- \* Get a detailed picture of the Tissue and Hygiene 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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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Tissue and Hygiene in Vietnam  
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List Of Contents And Tables

TISSUE AND HYGIENE IN VIETNAM

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care continues to experience strong growth in Vietnam in 2023

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

An increased hygiene focus and improving education and awareness around menstrual care should benefit sales  
Consumers likely to demand products which are natural, comfortable and absorbent  
E-commerce expected to provide more opportunities for brand sales and marketing

#### CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

#### NAPPIES/DIAPERS/PANTS IN VIETNAM

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Urbanisation and education boosts growth in nappies/diapers/pants

Players compete aggressively for a larger share as the category becomes increasingly fragmented

Rapid expansion of mother and baby stores helping to expand the reach of nappies/diapers/pants in Vietnam

##### PROSPECTS AND OPPORTUNITIES

Government initiatives being put in place to boost birth rates

Growing sophistication of preferences may offer opportunities for gender-specific offerings

E-commerce set become an increasingly important distribution channel for nappies/diapers/pants

#### CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

#### RETAIL ADULT INCONTINENCE IN VIETNAM

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Improving hygiene and education standards fostered stronger category growth

Leading players focus on building trust and awareness for their products

Slimmer designs and economic solutions prove popular

##### PROSPECTS AND OPPORTUNITIES

Ageing population should benefit category growth

Brands could play a crucial role in educating consumers on which products to use

Affordability and accessibility will be key to growth

#### CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

#### WIPES IN VIETNAM

##### KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Rising expectations of living standards enhanced wipes sales growth

Competition continues to grow as players innovate with a focus on natural ingredients and added-value benefits

Focus on skin sensitivity supports demand for baby wipes with players updating packaging to win over consumers

## PROSPECTS AND OPPORTUNITIES

Wipes have become a necessity for many people but declining birth rates threaten to derail the growth of baby wipes

Sustainability likely to be a growing issue for consumers in Vietnam

Distribution landscape expected to continue evolving with an increasing focus on value and convenience

## CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

## RETAIL TISSUE IN VIETNAM

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Improving hygiene standards and an expanding offer continues to fuel strong growth in retail tissue

Competition remains tough with leading players focused on consumer engagement, marketing and new packaging designs

As incomes rise more consumers turn to premium options while bidet sprayers present a new threat to sales

## PROSPECTS AND OPPORTUNITIES

Bright outlook for retail tissue as hygiene standards improve and consumers look for greater convenience

Attractiveness of Vietnam market to invite an increase in market entrants

Distribution landscape set to continue evolving

## CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 47 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

## AWAY-FROM-HOME TISSUE AND HYGIENE IN VIETNAM

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Away-from-home sales benefiting from the growth and development of tourism in Vietnam

Improvement in public health amenities boosts sales of AFH hygiene

Local brands face stronger competition from larger players as consumers become more discerning

## PROSPECTS AND OPPORTUNITIES

Tourism and ageing population set to be the main drivers of growth in AFH tissue and hygiene

Consumers expected to demand higher quality products as the standard of living in Vietnam improves

Developing B2B platforms set to support online sales

## CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

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Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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