

## **Wipes in Vietnam**

Market Direction | 2024-03-18 | 25 pages | Euromonitor

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### **Report description:**

As hygiene and living standards improve in Vietnam, a growing number of consumers are now using wipes in their daily activities. Wipes have become particularly popular during periods of high air-pollution in the country's larger cities with young people in particular using wipes whenever they are going out to help them maintain clean and healthy skin. Nonetheless, due to the economic pressures facing many consumers at the end of the review period, some local people became more cost-conscious and...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Wipes 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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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

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