

Baby and Child-Specific Products in Vietnam

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

Baby and child-specific products turned in a positive performance in Vietnam in 2023, despite potentially challenging demographic trends. The country's birth rate has been falling in recent years, with the Department of Population reporting an all-time low in 2023. At the same time, however, disposable income levels have improved and Vietnamese parents are increasingly willing to invest in their children, leading to higher demand for baby and child-specific products. Throughout 2023, volume sale...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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Baby and child-specific products perform well despite declining birth rate, while global players remain on top

Skin care and protection a key theme amid intense competition

Specialist retailers maintain their significant role in pushing products and supporting growth

PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel category growth, with global players expected to maintain dominance

Functional products will see rising demand among increasingly informed and discerning parents

Worries about fake products support continued shift towards modern distribution channels

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