

Bath and Shower in Vietnam

Market Direction | 2024-04-18 | 23 pages | Euromonitor

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Report description:

Vietnam's bath and shower market enjoyed a positive performance in 2023. As income levels and living standards rose, local consumers increasingly prioritised the quality of their bath and shower experiences. They are now showing a pronounced willingness to invest in products that enhance their bath and shower routines, and while this does mean reduced brand loyalty in many cases, it is also leading to a greater openness to try out new and innovative variants backed by aggressive advertising and...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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Euromonitor International
April 2024

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BATH AND SHOWER IN VIETNAM

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Improved living standards boost demand for bath and shower products

Body wash/shower gel sees strong growth in 2023

Gender-neutral products gain traction amid rising interest in ingredients and scents

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