

Beauty and Personal Care in Vietnam

Market Direction | 2024-04-18 | 139 pages | Euromonitor

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Report description:

Beauty and personal care in Vietnam in 2023 continued to benefit from the economy's recovery. Though inflation was high early in the year, it did slow down. Vietnamese people generally maintain conservative monthly budgets and prioritise basic functional products but are still willing to spend extra money for good-quality items within beauty and personal care, and in 2023 many were able to increase their spending on such items across multiple categories.

Euromonitor International's Beauty and Personal 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal 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.

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Euromonitor International
April 2024

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Strong and steady growth seen in 2023
Natural ingredients and nourishing features gain rapid ground, and smaller players invest more in social media
International players continue to lead growth in mass segments

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2023 DEVELOPMENTS

Premium beauty and personal care sees rising prices and robust current value growth in 2023

Experimentation and customisation justify greater spending for consumers

More premium brands venture into online channels, and in-store use of AI expands

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Persistent urbanisation will shift consumer preferences and drive future growth

A fragmented competitive landscape underscores the need for brands to differentiate themselves

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Unilever maintains overall leadership, and anti-dandruff and scalp care are desirable features for Vietnamese consumers

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Anessa leads brands, followed by La Roche-Posay and Sunplay
Consumers want long-lasting sun protection with a natural finish and value-added features

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Sun care still holds potential for further growth

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