

Deodorants in Vietnam

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

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Report description:

Deodorants in Vietnam turned in a convincingly positive performance in 2023, thanks in large part to rising living standards and higher hygiene-consciousness propelling greater concern in personal hygiene and grooming. The use of deodorants to combat body odour became more frequent. In addition, the weather and climate in Vietnam involves high temperatures and high humidity, making deodorants almost necessary from most people to remain fresh and comfortable throughout the day. Even in the countr...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant 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 Deodorants 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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Rising interest in grooming propels growth in deodorants in 2023

Demand for convenience drives innovation

Widespread budget-consciousness prompts players to focus on multifunctionality and maximal benefits

PROSPECTS AND OPPORTUNITIES

Deodorant sales to continue to see steady growth with more investment in packaging

Ingredients and (lack of) scents will take centre stage as brands strive for differentiation

E-commerce expected to facilitate growth of overall deodorant category

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