

Fragrances in Vietnam

Market Direction | 2024-04-18 | 25 pages | Euromonitor

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Report description:

Vietnam's rising living standards meant growth and expansion for fragrances in 2023, with progress also spurred along by higher disposable incomes. Local consumers have become increasingly focused on investing in and expressing their personal style and identity, resulting in a greater willingness to spend money on fragrances and include them as part of their daily routine, whether it be for work or study. Vietnamese consumers typically have a selection of brands from which to choose, tailored to...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN VIETNAM

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Rising standards of living drive growth in fragrances in 2023, with consumers shifting towards sustainable options
Premium fragrances has the edge in terms of both formula and marketing

Coty remains on top in 2023, as local brands cash in on opportunities in the mass market

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