

Hair Care in Vietnam

Market Direction | 2024-04-18 | 26 pages | Euromonitor

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Report description:

Hair care in Vietnam in 2023 benefitted from improved hygiene and living standards supporting steady volume and current value growth in both urban and rural areas. Products within hair care are diverse and cover all price points, ensuring broad appeal and accessibility. Local consumers are increasingly well-informed and are actively seeking out hair products tailored to their specific hair conditions. As a result, they are more willing to use multiple products to address their individual needs.

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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.

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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HAIR CARE IN VIETNAM

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Consumer awareness of hair and scalp care drives overall category growth in 2023

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

Players invest in marketing both online and off

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