

Men's Grooming in Vietnam

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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Report description:

As Vietnamese men's incomes rise and living standards improve, they are showing a growing preference for products designed specifically for them. The population imbalance has also led to a rise in demand for men's products, given that Vietnam is home to more men than women. Young men, who are exploring the internet earlier and experiencing puberty sooner, are actively seeking skin care and grooming knowledge online. They are also influenced by global trends, such as those from South Korea or the...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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