

Sun Care in Vietnam

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

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Report description:

Rising knowledge of the importance of protecting the skin from the sun drove sales of sun care products in Vietnam in 2023 and will continue to do so throughout the forecast period. Sun care is expanding in both urban and rural areas as local consumers actively seek out sun care solutions suited to their skin types and for daily usage. Consumers are well-informed about SPF levels, as well as about the ingredients in and differences between chemical and physical sunscreen ingredients.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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2023 DEVELOPMENTS

Sun care is now a crucial step in Vietnamese consumers' beauty regimens

Anessa leads brands, followed by La Roche-Posay and Sunplay

Consumers want long-lasting sun protection with a natural finish and value-added features

PROSPECTS AND OPPORTUNITIES

Sun care still holds potential for further growth

Competition will intensify as demand evolves and consumer tastes become more sophisticated

E-commerce will continue to rise thanks to frequent and popular promotions found online, while beauty specialists expand

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