

## **Personal Care Appliances in Vietnam**

Market Direction | 2025-01-06 | 39 pages | Euromonitor

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### **Report description:**

Personal care appliances in Vietnam continued to see healthy retail volume growth rates in 2024. Hair care appliances, body shavers and electric facial cleansers dominated the landscape. Meanwhile, retail volume sales of oral care appliances and "other" personal care appliances remained negligible, although this could open up new avenues in the category in the short to medium term. The demand for personal care appliances was supported by improving disposable incomes and standards of living in Vi...

Euromonitor International's Personal Care Appliances 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 2020-2024, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Personal Care Appliances 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  
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Dyson Supersonic at the forefront of next-generation hair dryers

Strong competition between low-cost and high-end models offering similar functions

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Personal care appliances to gain momentum from health and beauty trends

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Strong social media marketing and competitive advantages support e-commerce

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