

Air Care in Vietnam

Market Direction | 2025-02-07 | 18 pages | Euromonitor

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Report description:

During the review period, including in 2024, air care in Vietnam experienced steady retail volume and current value growth, as consumers used such products to help create a pleasant and comfortable living environment, and showed a greater interest in a variety of brands and unique product features. Beyond quick deodorising and pleasant scents, functions such as disinfection gained strong appeal due to rising awareness of health and hygiene. An increasing number of companies have also been attempt...

Euromonitor International's Air Care in Vietnam market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air 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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AIR CARE IN VIETNAM

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Spray/aerosol air fresheners continues to dominate, and consumers look for more features

Global brands dominate, but some local brands perform well with an eco-friendly focus

Retail e-commerce and modern offline channels become increasingly popular

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