

## Laundry Care in Vietnam

Market Direction | 2025-02-07 | 24 pages | Euromonitor

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### Report description:

Laundry care maintained slow and stable retail current value growth in Vietnam throughout the review period, including in 2024, although retail volume growth stalled at the end of the review period. Washing machine penetration has been steadily increasing, especially in rural areas of the country, largely due to the introduction of more affordable models by both brands and retailers. Washing machines reached an overall possession rate of 65% in Vietnam in 2024. The growing adoption of washing ma...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

### Why buy this report?

- \* Get a detailed picture of the Laundry 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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##### 2024 DEVELOPMENTS

Laundry care experiences steady value growth throughout the review period, including in 2024

Competitive category led by global brands

2-in-1 detergent and fabric softener products have become a battleground for fragrance competition

##### PROSPECTS AND OPPORTUNITIES

Laundry care projected to experience steady growth, with a stronger shift from powder to liquid detergents

New innovative features expected to continue to be led by global brands

Large packaging options on e-commerce platforms, combined with free shipping vouchers, set to attract savvy consumers

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