

## **Laundry Care in Vietnam**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Laundry Care in Vietnam  
Euromonitor International  
February 2025

### List Of Contents And Tables

#### LAUNDRY CARE IN VIETNAM

##### KEY DATA FINDINGS

##### 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

##### CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

##### CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2019-2024

Table 3 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 4 Sales of Laundry Aids by Category: Value 2019-2024

Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 9 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 10 □LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 11 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 12 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 13 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 15 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

#### HOME CARE IN VIETNAM

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 17 Households 2019-2024

##### MARKET DATA

Table 18 Sales of Home Care by Category: Value 2019-2024

Table 19 Sales of Home Care by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 20 NBO Company Shares of Home Care: % Value 2020-2024  
Table 21 LBN Brand Shares of Home Care: % Value 2021-2024  
Table 22 Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 23 Distribution of Home Care by Format: % Value 2019-2024  
Table 24 Distribution of Home Care by Format and Category: % Value 2024  
Table 25 Forecast Sales of Home Care by Category: Value 2024-2029  
Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Laundry Care in Vietnam

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com