



Euromonitor
International

Menstrual Care in Vietnam

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Menstrual Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care continues to experience strong growth in Vietnam in 2023
Users seek premium benefits with a focus on hygiene, freshness and eco-friendliness
Global brands continue to dominate sales but new players applying pressure

PROSPECTS AND OPPORTUNITIES

An increased hygiene focus and improving education and awareness around menstrual care should benefit sales
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DISCLAIMER

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