



Euromonitor
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Men's Grooming in Vietnam

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Table of Contents

Men's Grooming in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Education on grooming supports sales and further growth in 2023

Desire for simplicity underscores demand for multifunctional variants, while interest in shaving products rises

Brands invest more in innovation as competitive landscape becomes more fragmented

PROSPECTS AND OPPORTUNITIES

Rising incomes will support future growth for men's grooming

High potential for product innovation remains

E-commerce growth will support men's grooming in Vietnam

CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2018-2023

Table 2 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 - NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 - LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 - Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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