



Euromonitor
International

Laundry Care in Vietnam

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Table of Contents

Laundry Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vietnamese consumers favour laundry care products with enduring fragrances.

Leader Unilever invests in marketing activities, while local brands expand their presence in modern retailers

Growing demand for organic and sustainable products

PROSPECTS AND OPPORTUNITIES

Consistent growth expected, thanks to rising middle-class population

Sustainable products will gain traction

Larger packaging sizes are poised to grow in importance, thanks to increasing popularity of e-commerce

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023

Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 - Sales of Laundry Aids by Category: Value 2018-2023

Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 - Households 2018-2023

MARKET DATA

Table 17 - Sales of Home Care by Category: Value 2018-2023

Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Home Care: % Value 2019-2023

Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 22 - Distribution of Home Care by Format: % Value 2018-2023

Table 23 - Distribution of Home Care by Format and Category: % Value 2023

Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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