



# Wipes in Vietnam

March 2024

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## Wipes in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising expectations of living standards enhanced wipes sales growth

Competition continues to grow as players innovate with a focus on natural ingredients and added-value benefits

Focus on skin sensitivity supports demand for baby wipes with players updating packaging to win over consumers

#### PROSPECTS AND OPPORTUNITIES

Wipes have become a necessity for many people but declining birth rates threaten to derail the growth of baby wipes

Sustainability likely to be a growing issue for consumers in Vietnam

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