



Bleach in Vietnam

February 2024

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Bleach in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach continues to see stable growth, despite its maturity, with movement towards scented products

My Hao Javel retains its leading position

Offline channel remains dominant, despite growing attraction of e-commerce

PROSPECTS AND OPPORTUNITIES

Continued, but slower growth expected over forecast period

Wider diversity of brands and ongoing innovation will drive growth in bleach products

Switch towards e-commerce will be challenged by strength of offline channel

CATEGORY DATA

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Table 3 - NBO Company Shares of Bleach: % Value 2019-2023

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Home Care in Vietnam - Industry Overview

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Home care in 2023: The big picture

2023 key trends

Competitive landscape

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DISCLAIMER

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