

# Bath and Shower in Vietnam

April 2024

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# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Improved living standards boost demand for bath and shower products Body wash/shower gel sees strong growth in 2023 Gender-neutral products gain traction amid rising interest in ingredients and scents

### PROSPECTS AND OPPORTUNITIES

Persistent urbanisation will shift consumer preferences and drive future growth A fragmented competitive landscape underscores the need for brands to differentiate themselves The shift away from traditional distribution channels is set to persist during the forecast period

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