

Personal Care Appliances in Vietnam

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Personal Care Appliances in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising standards of living support sales in personal care appliances Players compete with new technologies and designs Social media is key to promoting personal care appliances

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Ongoing growth for personal care appliances, thanks to rising standards of living Social media marketing will remain a major competitive strategy Online channel works well for personal care appliances, especially linked to social media marketing

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