

Skin Care in Vietnam

April 2024

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Skin Care in Vietnam - Category analysis

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2023 DEVELOPMENTS

Skin care sees expansion in 2023, while skinimalism trend continues apace Facial cleansers benefits from South Korean influence International brands continue to lead in skin care

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Solid growth will continue throughout forecast period, buoyed by persistent digital marketing from major players New technologies set to boost personalisation trend as anti-ageing trend accelerates E-commerce sites continue to make significant strides in skin care in Vietnam

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DISCLAIMER

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