

Mass Beauty and Personal Care in Vietnam

April 2024

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Mass Beauty and Personal Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong and steady growth seen in 2023 Natural ingredients and nourishing features gain rapid ground, and smaller players invest more in social media International players continue to lead growth in mass segments

PROSPECTS AND OPPORTUNITIES

Growth to remain strong and stable throughout the forecast period Ingredient-centric innovations will become more prevalent in mass segments E-commerce distribution channel to rise rapidly

CATEGORY DATA

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Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

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MARKET DATA

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DISCLAIMER

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