



Euromonitor
International

Menstrual Care in Vietnam

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Kotex and Diana Use E-Commerce to Drive Consumer Engagement

Diana Sensi for Nature Reduces Packaging Waste and Lifts Premium Appeal

Chart 2 - Diana Sensi For Nature cuts plastic packaging by 56%

Eveda Organic Launches Innovative Herbal Antibacterial Products for Sensitive Skin

Chart 3 - Eveda introduces innovative range

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce and Livestreams to Accelerate Trial of New Formats

Sustainability and Ingredient Transparency to Reshape Consumer Loyalty

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Diana Expands Share through Local Innovation and Brand Engagement

Kotex and Diana Use Campaigns to Capture Attention From Younger Consumers

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Modern Trade Wins Share From Small Local Grocers as Consumers Look for More Choice

Shopee, Lazada and Tiktok Shop Accelerate E-Commerce Momentum

Livestreams and Digital Strategies Boost Trial of Premium Formats

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Menstrual Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Menstrual Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Vietnam - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Diana Unicharm Leverages Eco-Friendly Innovation to Drive Growth

Bobby Engages Mothers through Tiktok to Drive Digital Sales

Sustainable Launches Target Eco-Conscious Consumers

Chart 20 - MamyPoko Pants promoted via TikTok Shop livestreams

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Focus on Sustainability, Health and Comfort Set to Shape the Market

Chart 23 - Analyst Insight for Tissue and Hygiene

Market Being Shaped by Rapidly Ageing Population

Eco-Friendly Features and Premium Claims Redefine Brand Value

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Diana Sustains Lead through Innovation and Targeted Marketing

Chart 26 - Diana Sensi For Nature Cuts Plastic Packaging by 56%

Emerging Rivals Challenge Diana Jsc and Kimberly-Clark

Chart 27 - Gumi Thriving Online

E-Commerce and Premiumisation Accelerate Value and Drive Consumer Loyalty

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and E-Commerce Capture Share as Shopping Shifts Online

Shopee and Tiktok Shop Win Shoppers with Bundle Deals and Livestreams

Con Cung and Winmart Expand Reach through Store Networks and Product Diversity

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menstrual-care-in-vietnam/report.