



Deodorants in Vietnam

May 2026

Table of Contents

Deodorants in Vietnam - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Robust Growth and the Shift Towards Clean Formulations

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Robust Growth and the Shift Towards Clean Formulations

Chart 2 - C? M?m Wings Up 24h Highlights Vietnam's Move Towards Clean, Gentle Formulations

Format Preferences and the Rise of Lifestyle-Driven Deodorants

Chart 3 - Axe Fine Fragrance Mist Elevates Deodorants Through Perfume-Inspired Positioning

Livestream and Influencer Campaigns Accelerate Digital Discovery and Adoption

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Deodorant Roll-Ons to Sustain Dominance as Creams and Sprays Accelerate

Brands to Leverage Fragrance and Cooling Properties

Chart 7 - Analyst Insight for Deodorants

Influencer Campaigns and E-Commerce to Accelerate Product Trial and Loyalty

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea Secures Lead as Rivals Target Niche Segments

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-Commerce Outpaces Supermarkets as Online Promotions Drive Trial

Livestreams and Influencer Content Accelerate Online Discovery and Conversion

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Deodorants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Deodorants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Digital-First Launches Accelerate Social Commerce-Driven Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Digital-First Launches Accelerate Social Commerce-Driven Growth

Chart 21 - Digital-First Scalp Care: How Cocoon's Gleditsia Scrub Wins Vietnam Consumers

Skin Care Brands Use Science-Backed Actives to Boost Trust

Chart 22 - Simple Purify+ Sets New Benchmark for Efficacy and Transparency

Regulatory Scrutiny Shifts Influencer-Led Launches toward Trust and Compliance

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation to Reshape Consumer Routines and Spending

Chart 26 - Analyst Insight for Beauty and Personal Care

Social Commerce and Ingredient Transparency to Drive New Purchasing Habits

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Strengthens Leadership as Local Rivals Remain Niche

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Offline Specialists and Modern Grocers Sustain Shopper Trust and Trial

Retail E-Commerce Accelerates Value as Social Commerce Scales Launches

Retail Collaborations and Omnichannel Launches Redefine Shopper Engagement

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/deodorants-in-vietnam/report.