

# Men's Grooming in Vietnam

April 2024

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### Men's Grooming in Vietnam - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Education on grooming supports sales and further growth in 2023 Desire for simplicity underscores demand for multifunctional variants, while interest in shaving products rises Brands invest more in innovation as competitive landscape becomes more fragmented

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Rising incomes will support future growth for men's grooming High potential for product innovation remains E-commerce growth will support men's grooming in Vietnam

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