

Dishwashing in Vietnam

February 2024

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Dishwashing in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust growth in 2023, although hand dishwashing dominates sales Innovative ingredients and packaging designs are explored by multiple brands Sunlight maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Automatic and hand dishwashing both offer growth potential over forecast period Sustainability concerns will lead to greater emphasis on eco-friendly dishwashing practices Importance of modern retail will continue to rise

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Care in Vietnam - Industry Overview

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MARKET INDICATORS

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DISCLAIMER

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