



Euromonitor
International

Skin Care in Vietnam

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Robust Skin Care Growth Driven by Digital Commerce and Science-Led Innovation

Chart 2 - Cocoon x Phuong M Chi Launch is Part of Vietnam's Digital Skin Care Journey

Simple Purify+ Expands Clean, Science-Led Routines for Sensitive Skin

Chart 3 - Unilever's New Simple Purify+ is Strong Example of Clean Reimagined Trend

Ahc Pro-Shot Aims to Deliver Clinical-Grade Options for Urban Shoppers

Chart 4 - AHC Pro Shot Launches Professional Grade Set with Measurable Performance

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Future Growth to Be Driven by Rising Incomes and High-Performance Formulations

Facial Care to Maintain Dominance through Efficacy and Personalisation

Chart 8 - Analyst Insight for Skin Care

E-Commerce Expansion and Digital Education to Shape Future of Skin Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Leverages Localised Innovation to Expand Lead

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Hasaki and Guardian Drive Omnichannel Shift as E-Commerce Surges

Pond'S Leverages Tiktok and Campus Roadshows to Boost Engagement

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Skin Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Skin Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Digital-First Launches Accelerate Social Commerce-Driven Growth

Chart 22 - Digital-First Scalp Care: How Cocoon's Gleditsia Scrub Wins Vietnam Consumers

Skin Care Brands Use Science-Backed Actives to Boost Trust

Chart 23 - Simple Purify+ Sets New Benchmark for Efficacy and Transparency

Regulatory Scrutiny Shifts Influencer-Led Launches toward Trust and Compliance

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation to Reshape Consumer Routines and Spending

Chart 27 - Analyst Insight for Beauty and Personal Care

Social Commerce and Ingredient Transparency to Drive New Purchasing Habits

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Strengthens Leadership as Local Rivals Remain Niche

Chart 30 - Company Shares 2025

Chart 31 - 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 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/skin-care-in-vietnam/report.