Euromonitor International

Mass Beauty and Personal Care in Vietnam

May 2026

Table of Contents

Mass Beauty and Personal Care in Vietnam - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers Seek Multi-Benefit Solutions Especially in Value-Driven Skin and Hair Care

Unilever Advances Science-Backed Scalp Care to Meet Family Needs

Chart 2 - Clear Offers Science-Backed, Multi-Benefit Scalp Care in Vietnam

Promotions and Larger Pack Sizes Drive Value-Led Purchasing

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Macroeconomic Drivers and the Expansion of Mass Skin Care

Adapting to New Advertising Legislation

Chart 5 - Analyst Insight forMass Beauty and Personal Care

The Impact of Digital Marketing and Wellness Trends

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and L'Oréal Retain Lead as Digital and Product Innovation Reshape the Landscape

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Mass Beauty and Personal Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Mass Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Digital-First Launches Accelerate Social Commerce-Driven Growth
Chart 18 - Digital-First Scalp Care: How Cocoon's Gleditsia Scrub Wins Vietnam Consumers
Skin Care Brands Use Science-Backed Actives to Boost Trust
Chart 19 - Simple Purify+ Sets New Benchmark for Efficacy and Transparency
Regulatory Scrutiny Shifts Influencer-Led Launches toward Trust and Compliance
Chart 20 - Value Sales 2020-2030
Chart 21 - Volume Sales 2020-2030
Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation to Reshape Consumer Routines and Spending
Chart 23 - Analyst Insight forBeauty and Personal Care
Social Commerce and Ingredient Transparency to Drive New Purchasing Habits
Chart 24 - Forecast Value Sales 2020-2030
Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L’Oréal Strengthens Leadership as Local Rivals Remain Niche
Chart 26 - Company Shares 2025
Chart 27 - 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 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care
Chart 33 - Population 2020-2030
Chart 34 - Consumer Expenditure 2020-2030
Chart 35 - 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/mass-beauty-and-personal-care-in-vietnam/report.