

# Premium Beauty and Personal Care in Vietnam

May 2022

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# Premium Beauty and Personal Care in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2021 DEVELOPMENTS

Lockdown conditions and economic difficulties reduce the need for premium beauty and personal care in 2021

Growing range and acceptance sees fast value growth for premium dermocosmetics skin care

The rise of digitalisation impacts company strategies in 2021

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Players set to build brand awareness via marketing, distribution and education

Digital marketing to remain an effective strategy to engage consumers

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# Beauty and Personal Care in Vietnam - Industry Overview

### **EXECUTIVE SUMMARY**

Beauty and personal care in 2021: The big picture

2021 key trends

More local and international brands enter the fray to intensify the competitive landscape

Lockdown conditions and safety concerns continue to see a shift to e-commerce

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