

Menstrual Care in Vietnam

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Menstrual Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care continues to experience strong growth in Vietnam in 2023 Users seek premium benefits with a focus on hygiene, freshness and eco-friendliness Global brands continue to dominate sales but new players applying pressure

PROSPECTS AND OPPORTUNITIES

An increased hygiene focus and improving education and awareness around menstrual care should benefit sales Consumers likely to demand products which are natural, comfortable and absorbent E-commerce expected to provide more opportunities for brand sales and marketing

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