

# Deodorants in Vietnam

April 2024

**Table of Contents** 

## Deodorants in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rising interest in grooming propels growth in deodorants in 2023

Demand for convenience drives innovation

Widespread budget-consciousness prompts players to focus on multifunctionality and maximal benefits

### PROSPECTS AND OPPORTUNITIES

Deodorant sales to continue to see steady growth with more investment in packaging Ingredients and (lack of) scents will take centre stage as brands strive for differentiation

E-commerce expected to facilitate growth of overall deodorant category

#### **CATEGORY DATA**

- Table 1 Sales of Deodorants by Category: Value 2018-2023
- Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023
- Table 4 NBO Company Shares of Deodorants: % Value 2019-2023
- Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023
- Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023
- Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028
- Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
- Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## Beauty and Personal Care in Vietnam - Industry Overview

### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

- Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

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