

Fragrances in Vietnam

April 2024

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Fragrances in Vietnam - Category analysis

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2023 DEVELOPMENTS

Rising standards of living drive growth in fragrances in 2023, with consumers shifting towards sustainable options

Premium fragrances has the edge in terms of both formula and marketing

Coty remains on top in 2023, as local brands cash in on opportunities in the mass market

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Brands must build emotional connections with their consumers, while scent-longevity becomes more important

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