

Dishwashing in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust growth in 2023, although hand dishwashing dominates sales
Innovative ingredients and packaging designs are explored by multiple brands
Sunlight maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Automatic and hand dishwashing both offer growth potential over forecast period
Sustainability concerns will lead to greater emphasis on eco-friendly dishwashing practices
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Home Care in Vietnam - Industry Overview

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DISCLAIMER

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