

Premium Beauty and Personal Care in Vietnam

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium beauty and personal care sees rising prices and robust current value growth in 2023
Experimentation and customisation justify greater spending for consumers
More premium brands venture into online channels, and in-store use of AI expands

PROSPECTS AND OPPORTUNITIES

Rising living standards to propel growth of premium beauty and personal care
Use of technology deepens value for consumers
E-commerce channel will become increasingly important as means to broaden consumer base, while sustainability will see further development

CATEGORY DATA

- Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
- Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
- Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
- Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
- Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 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 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-beauty-and-personal-care-in-vietnam/report.