

Surface Care in Vietnam

February 2025

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Surface Care in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care grows well during the review period due to changing hygiene habits

Surface care is strongly competitive, from global to local brands

Kitchen cleaners with added value are appreciated by consumers

PROSPECTS AND OPPORTUNITIES

Surface care expected to continue growing well over the forecast period

Fragrance and cleaning efficacy will remain essential, but consumers will be increasingly interested in added value Building consumer trust, and expansion of distribution

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DISCLAIMER

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