

Air Care in Vietnam

February 2025

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Air Care in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spray/aerosol air fresheners continues to dominate, and consumers look for more features Global brands dominate, but some local brands perform well with an eco-friendly focus

Retail e-commerce and modern offline channels become increasingly popular

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Consumers' prioritisation of their wellbeing will drive growth

Scent durability will remain an important factor

Storytelling and online platforms could be ways to engage consumers

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DISCLAIMER

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