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Sun Care in Vietnam

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sun protection a growing concern for locals
- L'Oréal storms into the lead after an impressive year's growth in 2024
- E-commerce making big gains in sun care boosted by the strength of TikTok Shop

PROSPECTS AND OPPORTUNITIES

- Increasing awareness of the importance of sun protection should fuel dynamic growth
- Multifunctional products could present challenges and opportunities
- Innovation expected to focus on skin health

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Beauty and Personal Care in Vietnam - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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