

Hair Care in Vietnam

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Table of Contents

Hair Care in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show willingness to invest more in their hair care routines Leading players use new product development and online marketing to drive sales Supermarkets and e-commerce continue to take share from small local grocers

PROSPECTS AND OPPORTUNITIES

Increasing education around hair care set to benefit sales of premium products Gentle formulations and long-lasting fragrances set to capture demand Two-step approach to hair care could boost sales

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2019-2024
Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
Table 6 - LBN Brand Shares of Hair Care: % Value 2021-2024
Table 7 - LBN Brand Shares of Colourants: % Value 2021-2024
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
Table 9 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
Table 11 - Forecast Sales of Hair Care by Category: Value 2024-2029
Table 12 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for beauty and personal care ?

MARKET DATA

- Table 14 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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