



**Euromonitor
International**

Fragrances in Vietnam

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances thriving as more players enter the market and demand grows
Leading players make strong use of social media to drive sales and build customer engagement
Department stores remain the primary destination for fragrances

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Local players could look to connect with consumers through local ingredients and cultural references

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Beauty and Personal Care in Vietnam - Industry Overview

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DISCLAIMER

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