



Laundry Care in Vietnam

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care experiences steady value growth throughout the review period, including in 2024
Competitive category led by global brands
2-in-1 detergent and fabric softener products have become a battleground for fragrance competition

PROSPECTS AND OPPORTUNITIES

Laundry care projected to experience steady growth, with a stronger shift from powder to liquid detergents
New innovative features expected to continue to be led by global brands
Large packaging options on e-commerce platforms, combined with free shipping vouchers, set to attract savvy consumers

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