



# Baby and Child-Specific Products in Vietnam

April 2024

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## Baby and Child-Specific Products in Vietnam - Category analysis

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#### 2023 DEVELOPMENTS

Baby and child-specific products perform well despite declining birth rate, while global players remain on top

Skin care and protection a key theme amid intense competition

Specialist retailers maintain their significant role in pushing products and supporting growth

#### PROSPECTS AND OPPORTUNITIES

Urbanisation set to fuel category growth, with global players expected to maintain dominance

Functional products will see rising demand among increasingly informed and discerning parents

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