

Premium Beauty and Personal Care in Vietnam

May 2025

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Premium Beauty and Personal Care in Vietnam - Category analysis

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2024 DEVELOPMENTS

Improving economy encourages spending on premium products L'Oréal increases its lead thanks to ongoing investment in the market Savvy shoppers use e-commerce to secure the best deals

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Bright outlook for the premium segment as consumer incomes rise E-commerce set to retain a key role in driving sales and dictating trends Personalisation presents a new way to add value

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DISCLAIMER

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