



# Passport

## Mass Beauty and Personal Care in Vietnam

Euromonitor International

April 2024

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# MASS BEAUTY AND PERSONAL CARE IN VIETNAM - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Strong and steady growth seen in 2023

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Natural ingredients and nourishing features gain rapid ground, and smaller players invest more in social media

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## International players continue to lead growth in mass segments

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## PROSPECTS AND OPPORTUNITIES

Growth to remain strong and stable throughout the forecast period

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Ingredient-centric innovations will become more prevalent in mass segments

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E-commerce distribution channel to rise rapidly

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## CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

| VND billion  | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|--------------------------|------|------|------|------|------|
| Mass Beauty and Personal Care<br>Mass Baby and Child-specific Products<br>Mass Bath and Shower<br>Mass Colour Cosmetics<br>- Mass Eye Make-Up<br>- Mass Facial Make-Up<br>- Mass Lip Products<br>- Mass Nail Products<br>- Mass Colour Cosmetics Sets/Kits<br>Mass Deodorants<br>Mass Fragrances<br>- Mass Men's Fragrances<br>- Mass Women's Fragrances<br>- Mass Unisex Fragrances<br>- Mass Fragrance Sets/Kits<br>Mass Hair Care<br>Mass Skin Care<br>- Mass Body Care<br>- Mass Facial Care<br>- Mass Hand Care<br>- Mass Skin Care Sets/Kits<br>Mass Adult Sun Care<br>- Mass Aftersun<br>- Mass Self-Tanning<br>- Mass Sun Protection | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

| % current value growth  | 2022/23                  | 2018-23 CAGR | 2018/23 Total |
|---|--------------------------|--------------|---------------|
| Mass Beauty and Personal Care<br>Mass Baby and Child-specific Products<br>Mass Bath and Shower<br>Mass Colour Cosmetics<br>- Mass Eye Make-Up<br>- Mass Facial Make-Up<br>- Mass Lip Products<br>- Mass Nail Products<br>- Mass Colour Cosmetics Sets/Kits<br>Mass Deodorants | Data removed from sample |              |               |

## Mass Fragrances

- Mass Men's Fragrances
- Mass Women's Fragrances
- Mass Unisex Fragrances
- Mass Fragrance Sets/Kits

## Mass Hair Care

## Mass Skin Care

- Mass Body Care
- Mass Facial Care
- Mass Hand Care
- Mass Skin Care Sets/Kits

## Mass Adult Sun Care

- Mass Aftersun
- Mass Self-Tanning
- Mass Sun Protection

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

**Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023**

| % retail value rsp |      |      |      |      |      |
|--------------------|------|------|------|------|------|
| Company            | 2019 | 2020 | 2021 | 2022 | 2023 |

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources



Table 4            LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

| % retail value rsp<br>Brand (GBO) | Company (NBO) | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|---------------|------|------|------|------|
| Data removed from sample          |               |      |      |      |      |

Source:    Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5** Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

| VND billion  | 2023                     | 2024 | 2025 | 2026 | 2027 | 2028 |
|--|--------------------------|------|------|------|------|------|
| Mass Beauty and Personal Care<br>Mass Baby and Child-specific Products<br>Mass Bath and Shower<br>Mass Colour Cosmetics<br>- Mass Eye Make-Up<br>- Mass Facial Make-Up<br>- Mass Lip Products<br>- Mass Nail Products<br>- Mass Colour Cosmetics Sets/Kits<br>Mass Deodorants<br>Mass Fragrances<br>- Mass Men's Fragrances<br>- Mass Women's Fragrances<br>- Mass Unisex Fragrances<br>- Mass Fragrance Sets/Kits<br>Mass Hair Care<br>Mass Skin Care<br>- Mass Body Care<br>- Mass Facial Care<br>- Mass Hand Care<br>- Mass Skin Care Sets/Kits<br>Mass Adult Sun Care<br>- Mass Aftersun<br>- Mass Self-Tanning<br>- Mass Sun Protection | Data removed from sample |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care.

**Table 6** Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

| % constant value growth   | 2023/2024                | 2023-28 CAGR | 2023/28 Total |
|---|--------------------------|--------------|---------------|
| Mass Beauty and Personal Care<br>Mass Baby and Child-specific Products<br>Mass Bath and Shower<br>Mass Colour Cosmetics<br>- Mass Eye Make-Up<br>- Mass Facial Make-Up<br>- Mass Lip Products<br>- Mass Nail Products<br>- Mass Colour Cosmetics Sets/Kits<br>Mass Deodorants<br>Mass Fragrances<br>- Mass Men's Fragrances | Data removed from sample |              |               |

- Mass Women's Fragrances
- Mass Unisex Fragrances
- Mass Fragrance Sets/Kits
- Mass Hair Care
- Mass Skin Care
- Mass Body Care
- Mass Facial Care
- Mass Hand Care
- Mass Skin Care Sets/Kits
- Mass Adult Sun Care
- Mass Aftersun
- Mass Self-Tanning
- Mass Sun Protection



**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care.

# BEAUTY AND PERSONAL CARE IN VIETNAM - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

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2023 key trends

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## Competitive landscape

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## Retailing developments

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## What next for beauty and personal care?

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## MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

| VND billion                             | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--------------------------|------|------|------|------|------|
| Beauty and Personal Care                | Data removed from sample |      |      |      |      |      |
| Baby and Child-specific Products        |                          |      |      |      |      |      |
| Bath and Shower                         |                          |      |      |      |      |      |
| Colour Cosmetics                        |                          |      |      |      |      |      |
| Deodorants                              |                          |      |      |      |      |      |
| Depilatories                            |                          |      |      |      |      |      |
| Fragrances                              |                          |      |      |      |      |      |
| Hair Care                               |                          |      |      |      |      |      |
| Men's Grooming                          |                          |      |      |      |      |      |
| Oral Care                               |                          |      |      |      |      |      |
| Oral Care Excl Power Toothbrushes       |                          |      |      |      |      |      |
| Skin Care                               |                          |      |      |      |      |      |
| Sun Care                                |                          |      |      |      |      |      |
| Premium Beauty and Personal Care        |                          |      |      |      |      |      |
| Prestige Beauty and Personal Care       |                          |      |      |      |      |      |
| Mass Beauty and Personal Care           |                          |      |      |      |      |      |
| Dermocosmetics Beauty and Personal Care |                          |      |      |      |      |      |

- Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
- Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care
- Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances, and baby and child-specific sun care categories

**Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023**

% current value growth

2022/23      2018-23 CAGR      2018/23 Total

Beauty and Personal Care  
 Baby and Child-specific Products  
 Bath and Shower  
 Colour Cosmetics  
 Deodorants  
 Depilatories  
 Fragrances  
 Hair Care  
 Men's Grooming  
 Oral Care  
 Oral Care Excl Power Toothbrushes  
 Skin Care  
 Sun Care  
 Premium Beauty and Personal Care  
 Prestige Beauty and Personal Care  
 Mass Beauty and Personal Care  
 Dermocosmetics Beauty and Personal Care

**Data removed from sample**

- Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
- Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care
- Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances, and baby and child-specific sun care categories

**Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023**

% retail value rsp

Company      2019      2020      2021      2022      2023

**Data removed from sample**

- Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

| % retail value rsp<br>Company | 2019 | 2020 | 2021 | 2022 | 2023 |
|-------------------------------|------|------|------|------|------|
|-------------------------------|------|------|------|------|------|

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

| % retail value rsp<br>Brand (GBO) | Company (NBO) | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|---------------|------|------|------|------|
|-----------------------------------|---------------|------|------|------|------|

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources



Table 12 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

| % retail value rsp                         | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|--------------------------|------|------|------|------|------|
| Retail Channels                            | Data removed from sample |      |      |      |      |      |
| - Retail Offline                           |                          |      |      |      |      |      |
| -- Grocery Retailers                       |                          |      |      |      |      |      |
| --- Convenience Retail                     |                          |      |      |      |      |      |
| ---- Convenience Stores                    |                          |      |      |      |      |      |
| ---- Forecourt Retailers                   |                          |      |      |      |      |      |
| --- Supermarkets                           |                          |      |      |      |      |      |
| --- Hypermarkets                           |                          |      |      |      |      |      |
| --- Discounters                            |                          |      |      |      |      |      |
| --- Warehouse Clubs                        |                          |      |      |      |      |      |
| --- Food/drink/tobacco specialists         |                          |      |      |      |      |      |
| --- Small Local Grocers                    |                          |      |      |      |      |      |
| -- Non-Grocery Retailers                   |                          |      |      |      |      |      |
| --- General Merchandise Stores             |                          |      |      |      |      |      |
| ---- Department Stores                     |                          |      |      |      |      |      |
| ---- Variety Stores                        |                          |      |      |      |      |      |
| --- Apparel and Footwear Specialists       |                          |      |      |      |      |      |
| --- Appliances and Electronics Specialists |                          |      |      |      |      |      |
| --- Home Products Specialists              |                          |      |      |      |      |      |
| --- Health and Beauty Specialists          |                          |      |      |      |      |      |
| ---- Beauty Specialists                    |                          |      |      |      |      |      |
| ---- Pharmacies                            |                          |      |      |      |      |      |
| ---- Optical Goods Stores                  |                          |      |      |      |      |      |
| ---- Health and Personal Care Stores       |                          |      |      |      |      |      |
| --- Leisure and Personal Goods Specialists |                          |      |      |      |      |      |
| --- Other Non-Grocery Retailers            |                          |      |      |      |      |      |
| -- Vending                                 |                          |      |      |      |      |      |
| -- Direct Selling                          |                          |      |      |      |      |      |
| - Retail E-Commerce                        |                          |      |      |      |      |      |
| Non-retail channels                        |                          |      |      |      |      |      |
| - Hair Salons                              |                          |      |      |      |      |      |
| Total                                      |                          |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

| % retail value rsp | Baby and Child- | Bath and Shower | Colour Cosmetics | Deodorants | Depilatories | Fragrances |
|--------------------|-----------------|-----------------|------------------|------------|--------------|------------|
|--------------------|-----------------|-----------------|------------------|------------|--------------|------------|

specific  
Products

Retail Channels  
 - Retail Offline  
 -- Grocery Retailers  
 --- Convenience Retail  
 ---- Convenience Stores  
 ---- Forecourt Retailers  
 --- Supermarkets  
 --- Hypermarkets  
 --- Discounters  
 --- Warehouse Clubs  
 --- Food/drink/tobacco  
 specialists  
 --- Small Local Grocers  
 -- Non-Grocery Retailers  
 --- General Merchandise  
 Stores  
 ---- Department Stores  
 ---- Variety Stores  
 --- Apparel and  
 Footwear Specialists  
 --- Appliances and  
 Electronics Specialists  
 --- Home Products  
 Specialists  
 --- Health and Beauty  
 Specialists  
 ---- Beauty Specialists  
 ---- Pharmacies  
 ---- Optical Goods Stores  
 ---- Health and  
 Personal Care Stores  
 --- Leisure and  
 Personal Goods  
 Specialists  
 --- Other Non-Grocery  
 Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Non-retail channels  
 - Hair Salons  
 Total

**Data removed from sample**

Hair Care      Men's  
Grooming      Oral Care      Skin Care      Sun Care

Retail Channels  
 - Retail Offline  
 -- Grocery Retailers  
 --- Convenience Retail  
 ---- Convenience Stores  
 ---- Forecourt Retailers  
 --- Supermarkets  
 --- Hypermarkets  
 --- Discounters  
 --- Warehouse Clubs  
 --- Food/drink/tobacco  
 specialists

**Data removed from sample**

--- Small Local Grocers  
 -- Non-Grocery Retailers  
 --- General Merchandise Stores  
 ---- Department Stores  
 ---- Variety Stores  
 --- Apparel and Footwear Specialists  
 --- Appliances and Electronics Specialists  
 --- Home Products Specialists  
 --- Health and Beauty Specialists  
 ---- Beauty Specialists  
 ---- Pharmacies  
 ---- Optical Goods Stores  
 ---- Health and Personal Care Stores  
 --- Leisure and Personal Goods Specialists  
 --- Other Non-Grocery Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Non-retail channels  
 - Hair Salons  
 Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: BC = baby and child-specific products; BS = bath and shower; CC = colour cosmetics; DO = deodorants; DP = depilatories; FR = fragrances; HC = hair care; MG = men's grooming; OC = oral care; SK = skin care; SU = sun care

**Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028**

| VND billion                       | 2023                            | 2024 | 2025 | 2026 | 2027 | 2028 |
|-----------------------------------|---------------------------------|------|------|------|------|------|
| Beauty and Personal Care          | <b>Data removed from sample</b> |      |      |      |      |      |
| Baby and Child-specific Products  |                                 |      |      |      |      |      |
| Bath and Shower                   |                                 |      |      |      |      |      |
| Colour Cosmetics                  |                                 |      |      |      |      |      |
| Deodorants                        |                                 |      |      |      |      |      |
| Depilatories                      |                                 |      |      |      |      |      |
| Fragrances                        |                                 |      |      |      |      |      |
| Hair Care                         |                                 |      |      |      |      |      |
| Men's Grooming                    |                                 |      |      |      |      |      |
| Oral Care                         |                                 |      |      |      |      |      |
| Oral Care Excl Power Toothbrushes |                                 |      |      |      |      |      |
| Skin Care                         |                                 |      |      |      |      |      |
| Sun Care                          |                                 |      |      |      |      |      |
| Premium Beauty and Personal Care  |                                 |      |      |      |      |      |
| Prestige Beauty and               |                                 |      |      |      |      |      |

Personal Care  
Mass Beauty and  
Personal Care  
Dermocosmetics Beauty  
and Personal Care

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances and baby and child-specific sun care categories

**Table 15** Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2023-2028

% constant value growth

2023/2024

2023-28 CAGR

2023/28 Total

Beauty and Personal Care  
Baby and Child-specific Products  
Bath and Shower  
Colour Cosmetics  
Deodorants  
Depilatories  
Fragrances  
Hair Care  
Men's Grooming  
Oral Care  
Oral Care Excl Power Toothbrushes  
Skin Care  
Sun Care  
Premium Beauty and Personal Care  
Prestige Beauty and Personal Care  
Mass Beauty and Personal Care  
Dermocosmetics Beauty and Personal Care

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note 1: Prestige/premium/mass beauty and personal care sales are additionally included within baby and child-specific products, bath and shower, colour cosmetics, deodorants, fragrances, hair care, skin care and sun care

Note 2: Sum of categories is greater than market size because of double counting in men's bath and shower, men's deodorants, men's hair care, men's skin care, men's fragrances and baby and child-specific sun care categories

## DISCLAIMER

Forecast and scenario closing date: 8 April 2024

Report closing date: 17 April 2024

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

Sources used during the research included the following:

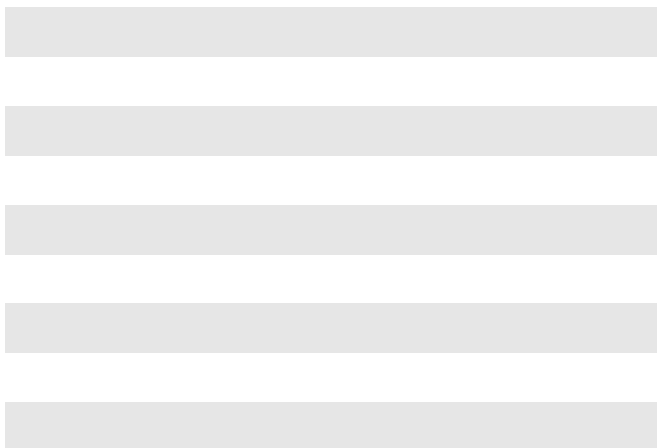
### Summary 1      Research Sources

#### Official Sources

#### Trade Associations

#### Trade Press

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Source: Euromonitor International