

Surface Care in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, thanks to enhanced focus on hygiene, with floor cleaners leading the way

Unilever focuses on introduction of new fragrances and insect-repelling features

Local, all-natural surface cleaners experience an upward trajectory

PROSPECTS AND OPPORTUNITIES

Surface care products offer potential for steady growth, thanks to changing consumer lifestyles

Consumers will demand added-value features

Modern retail channels will grow in importance

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DISCLAIMER

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