

Surface Care in Vietnam

February 2024

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Surface Care in Vietnam - Category analysis

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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MARKET DATA

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DISCLAIMER

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