

Menstrual Care in Vietnam

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Menstrual Care in Vietnam - Category analysis

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2023 DEVELOPMENTS

Menstrual care continues to experience strong growth in Vietnam in 2023

Users seek premium benefits with a focus on hygiene, freshness and eco-friendliness

Global brands continue to dominate sales but new players applying pressure

PROSPECTS AND OPPORTUNITIES

An increased hygiene focus and improving education and awareness around menstrual care should benefit sales

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DISCLAIMER

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