

Laundry Care in Vietnam

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Laundry Care in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vietnamese consumers favour laundry care products with enduring fragrances.

Leader Unilever invests in marketing activities, while local brands expand their presence in modern retailers

Growing demand for organic and sustainable products

PROSPECTS AND OPPORTUNITIES

Consistent growth expected, thanks to rising middle-class population

Sustainable products will gain traction

Larger packaging sizes are poised to grow in importance, thanks to increasing popularity of e-commerce

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DISCLAIMER

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