



# Away-From-Home Tissue and Hygiene in Vietnam

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Away-from-home sales benefiting from the growth and development of tourism in Vietnam  
Improvement in public health amenities boosts sales of AFH hygiene  
Local brands face stronger competition from larger players as consumers become more discerning

### PROSPECTS AND OPPORTUNITIES

Tourism and ageing population set to be the main drivers of growth in AFH tissue and hygiene  
Consumers expected to demand higher quality products as the standard of living in Vietnam improves  
Developing B2B platforms set to support online sales

### CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023  
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023  
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023  
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023  
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028  
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2018-2023  
Table 9 - Infant Population 2018-2023  
Table 10 - Female Population by Age 2018-2023  
Table 11 - Total Population by Age 2018-2023  
Table 12 - Households 2018-2023  
Table 13 - Forecast Infant Population 2023-2028  
Table 14 - Forecast Female Population by Age 2023-2028  
Table 15 - Forecast Total Population by Age 2023-2028  
Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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