

Beauty and Personal Care in Vietnam

May 2025

Table of Contents

Beauty and Personal Care in Vietnam

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 1 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales see strong growth in 2024 despite declining child population Johnson's Baby remains the go-to brand despite mounting competition Distribution landscape evolving as more consumers shift online

PROSPECTS AND OPPORTUNITIES

Strong growth projected despite declining birth rates

Local players and private label set to make inroads

Health and sustainability likely to be a focus of innovation

CATEGORY DATA

- Table 11 Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for body wash/shower gel continues to fuel growth in bath and shower
Unilever and Unza remain the standout players with both investing heavily in marketing activities
Supermarkets the big winner in the distribution of bath and shower products in 2024

PROSPECTS AND OPPORTUNITIES

Positive outlook for bath and shower as new brands continue to enter the market Cocoon could make a big mark with a strong focus on its local origins

Skin brightening formulations expected to be a focus of innovations

CATEGORY DATA

- Table 22 Sales of Bath and Shower by Category: Value 2019-2024
- Table 23 Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 24 Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 25 NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 26 LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 27 LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 28 Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 29 Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 30 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Social media and new product development helping to fuel growth
L'Oréal remains on top with players using social media to reach younger consumers
E-commerce continues to take big strides in colour cosmetics

PROSPECTS AND OPPORTUNITIES

Consumers expected to look for added skin care benefits in their make-up Local players could benefit from greater insight into local preferences Health and convenience expected to be the focus on innovation

CATEGORY DATA

- Table 31 Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 32 Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 33 NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 34 LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 35 LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 36 LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 37 LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 38 LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 39 LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 40 Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 41 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of deodorants benefiting from increasing hygiene awareness

Beiersdorf loses ground due to a drop off in investment in the market

Supermarkets and e-commerce expanding their share of distribution as consumers look for value and convenience

PROSPECTS AND OPPORTUNITIES

Increasing awareness of the importance of good personal hygiene should drive growth

New and innovative ingredients likely to be a feature of new product development

Creams, serums and smaller packaging set to drive innovation

CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2019-2024

Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024

Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024

Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Western beauty trends fuelling demand for depilatories among younger women

Gillette dominates but Cleo finding success with natural formulations

Supermarkets and e-commerce expanding their presence in depilatories

PROSPECTS AND OPPORTUNITIES

Bright outlook for depilatories as more look for hair free skin

Natural ingredients and convenient solutions two trends to look out for in depilatories

Innovation expected to focus on convenience and comfort

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024

Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024

Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024

Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024

Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024

Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029

Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances thriving as more players enter the market and demand grows

Leading players make strong use of social media to drive sales and build customer engagement

Department stores remain the primary destination for fragrances

PROSPECTS AND OPPORTUNITIES

Women will likely remain the key target audience for fragrances

Body mists and unisex fragrances well placed to respond to new market trends

Local players could look to connect with consumers through local ingredients and cultural references

CATEGORY DATA

- Table 58 Sales of Fragrances by Category: Value 2019-2024
- Table 59 Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 60 NBO Company Shares of Fragrances: % Value 2020-2024
- Table 61 LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 62 LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 63 LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 64 Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 65 Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show willingness to invest more in their hair care routines

Leading players use new product development and online marketing to drive sales

Supermarkets and e-commerce continue to take share from small local grocers

PROSPECTS AND OPPORTUNITIES

Increasing education around hair care set to benefit sales of premium products

Gentle formulations and long-lasting fragrances set to capture demand

Two-step approach to hair care could boost sales

CATEGORY DATA

- Table 66 Sales of Hair Care by Category: Value 2019-2024
- Table 67 Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 68 Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 69 NBO Company Shares of Hair Care: % Value 2020-2024
- Table 70 NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 71 LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 72 LBN Brand Shares of Colourants: % Value 2021-2024
- Table 73 LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 74 LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 75 LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 76 Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 77 Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 78 Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving ideas around masculinity shaping the market and driving sales

X-Men on top but competition is on the rise

Consumers shift to supermarkets and e-commerce to meet their growing needs

PROSPECTS AND OPPORTUNITIES

Social and demographic factors should favour sales of men's grooming

The changing scent of men in Vietnam

Convenience and comfort expected to be the focus of innovation

CATEGORY DATA

- Table 79 Sales of Men's Grooming by Category: Value 2019-2024
- Table 80 Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 83 NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 84 LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 86 Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing desire for the perfect smile driving growth in oral care
Unilever and Colgate remain the two major players in oral care
Consumers shifting towards modern channels in search of better deals

PROSPECTS AND OPPORTUNITIES

Increasing focus on oral hygiene set to propel growth

Consumers expected to show willingness to invest in more advanced solutions

Players could look to follow in Colgate's footsteps with multifunctional products

CATEGORY DATA

- Table 88 Sales of Oral Care by Category: Value 2019-2024
- Table 89 Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 90 Sales of Toothbrushes by Category: Value 2019-2024
- Table 91 Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 92 Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 93 NBO Company Shares of Oral Care: % Value 2020-2024
- Table 94 LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 95 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
- Table 96 LBN Brand Shares of Toothpaste: % Value 2021-2024
- Table 97 Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 98 Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 99 Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 100 Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales thriving as consumers pay more attention to their skin care routines
L'Oréal the big winner in 2024 extending its lead at the top
Beauty specialists lead distribution but e-commerce making big strides

PROSPECTS AND OPPORTUNITIES

Ageing population should trigger strong growth in skin care

Local players focus on product quality and innovation to build consumer trust

Efficiency and effectiveness likely to be the focus of innovation

CATEGORY DATA

- Table 101 Sales of Skin Care by Category: Value 2019-2024
- Table 102 Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 103 NBO Company Shares of Skin Care: % Value 2020-2024
- Table 104 LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 105 LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 106 LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 107 LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 108 LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 109 LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 110 Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sun protection a growing concern for locals

L'Oréal storms into the lead after an impressive year's growth in 2024

E-commerce making big gains in sun care boosted by the strength of TikTok Shop

PROSPECTS AND OPPORTUNITIES

Increasing awareness of the importance of sun protection should fuel dynamic growth Multifunctional products could present challenges and opportunities Innovation expected to focus on skin health

CATEGORY DATA

- Table 112 Sales of Sun Care by Category: Value 2019-2024
- Table 113 Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 114 NBO Company Shares of Sun Care: % Value 2020-2024
- Table 115 LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 116 LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 117 Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 118 Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

Improving economy encourages spending on premium products
L'Oréal increases its lead thanks to ongoing investment in the market
Savvy shoppers use e-commerce to secure the best deals

PROSPECTS AND OPPORTUNITIES

Bright outlook for the premium segment as consumer incomes rise E-commerce set to retain a key role in driving sales and dictating trends Personalisation presents a new way to add value

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024

Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Vietnam

KEY DATA FINDINGS

2024 DEVELOPMENTS

More informed consumers show willingness to invest in beauty and personal care

Unilever loses the lead to L'Oréal

Consumers remain value focused but social media is shaking up the competitive landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook for mass beauty and personal care

E-commerce and digital marketing will be key to success

Local brands full of promise while ingredients will come under the microscope

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
 of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-vietnam/report.