



# Laundry Care in Vietnam

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Steady Growth Driven by Hygiene Standards and Washing Machine Ownership

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Steady Growth Driven by Hygiene Standards and Washing Machine Ownership

Chart 2 - Analyst Insight for Laundry Care

Laundry Detergents Dominates Sales Amid Evolving Consumer Preferences

Mood-Boosting Ingredients and Evolving Product Formats Drive Innovation

Chart 3 - Hygiene Wins Vietnamese Consumers with Its Long-Lasting Floral Scent

Chart 4 - Value Sales of Laundry Care 2020-2030

Chart 5 - Volume Sales of Laundry Care 2020-2030

Chart 6 - Value Sales of Laundry Care by Category 2025

### WHAT'S NEXT?

Rising Hygiene Standards and Income to Drive Future Growth

Laundry Detergents to Remain Dominant Amid Multifunctionality Trend

Chart 7 - Lix introduce 3 in 1 Detergent and Fabric Softeners Tablet

E-Commerce and Specialised Products to Shape Future Landscape

Chart 8 - Forecast Value Sales of Laundry Care 2020-2030

Chart 9 - Forecast Value Sales of Laundry Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Unilever Maintains Lead through Innovation and Diverse Offerings

Chart 10 - Lixco's New-Generation Offerings in 2025 Included the Launch of the Color-Protect Liquid Detergent –

Stable Market Structure with Limited New Entrants and No Major Mergers

Chart 11 - Company Shares of Laundry Care 2025

Chart 12 - Brand Shares of Laundry Care 2025

### CHANNELS

Traditional Grocers Remain Dominant, E-Commerce Gains Traction

Retail E-Commerce Sees Further Growth

Chart 13 - Retail Channels for Laundry Care 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Laundry Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Laundry Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

Consumers Seek Products That Provide Additional Benefits

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Chart 22 - Analyst Insight for Home Care

Consumers Seek Products That Provide Additional Benefits

Healthier Formats and Ingredients Gain Traction among Consumers

Chart 23 - Sunlight Leads the Vietnam Market with Its Bio-Care Formula Made From 100% Natural Ingredients

Convenience and Value Drive Sales across Key Categories

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Consumers Drive Growth with Eco-Friendly and Convenient Products

Chart 27 - Unilever Sunlight Introduced Its Multi-Purpose Cream Cleaner

Local and Small Brands Lead Sustainability Trend with Innovative Products

E-Commerce and Social Media to Boost Local Brand Visibility

Chart 28 - Forecast Value Sales of Home Care 2020-2030

Chart 29 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Lead with Innovation

Mood-Boosting Ingredients Drive Innovation in Home Care Products

Chart 30 - Hygiene Wins Vietnamese Consumers with Its Long-Lasting Floral Scent

Health and Wellness Trend Fuels Demand for Natural Ingredients

Chart 31 - Company Shares of Home Care 2025

Chart 32 - Brand Shares of Home Care 2025

### CHANNELS

Small Local Grocers Leads, While E-Commerce Gains Traction

Rapid Expansion of Retail E-Commerce

Chart 33 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

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 focussing 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/laundry-care-in-vietnam/report](http://www.euromonitor.com/laundry-care-in-vietnam/report).