



Bleach in Vietnam

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach volume sales show solid growth throughout the review period
Eco-friendly ingredients and reduced consumer harm are key factors driving demand
Bleach is widely available across various retail channels in Vietnam

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Opportunities for plant-based brands with fragrances
Increased activity expected from local brands, particularly online

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Home Care in Vietnam - Industry Overview

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DISCLAIMER

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