

# Beauty and Personal Care Packaging in Vietnam

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#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising incomes and premiumisation boost Vietnamese beauty and personal care packaging in 2024 Cocoon's refill bag driving sustainable beauty packaging in Vietnam

Sustainability and small flexible packs driving Vietnamese beauty and personal care packaging

### PROSPECTS AND OPPORTUNITIES

Economic growth and regulations boosting Vietnamese beauty and personal care packaging Rising demand for premium, safe and sustainable beauty and personal care packaging in Vietnam

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