

# Laundry Care in Vietnam

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## Abstracts

Value sales within laundry care in Vietnam continued to rise at a healthy rate in 2019, mainly driven by increasing demand for concentrated liquid detergents and liquid fabric softeners. This can be attributed to factors such as consumers switching from concentrated powder detergents and trading up to premium or natural brands. However, this shift is happening slowly due to the long-established habit of using power detergent for other cleaning purposes such as for toilet and kitchen cleaning and...

Euromonitor International's Laundry Care in Vietnam market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Home Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Laundry Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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