

# Retail Tissue in Vietnam

<https://marketpublishers.com/r/R7E12CE5D25EN.html>

Date: July 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: R7E12CE5D25EN

## Abstracts

A greater focus on hygiene and improving living standards continued to drive strong and stable growth for retail tissue in Vietnam in both value and volume terms. Whereas in the past most people in rural areas of Vietnam were used toilet paper for all purposes around the home, in recent years they have started to invest in purpose-specific products such as napkins and facial tissues. This coupled with urbanisation and expanding distribution have been other key factors in the growth and developme...

Euromonitor International's Retail Tissue in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

Get a detailed picture of the Retail Tissue 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.

## Contents

Retail Tissue in Vietnam  
Euromonitor International  
March 2024

### **LIST OF CONTENTS AND TABLES**

RETAIL TISSUE IN VIETNAM  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Improving hygiene standards and an expanding offer continues to fuel strong growth in retail tissue

Competition remains tough with leading players focused on consumer engagement, marketing and new packaging designs

As incomes rise more consumers turn to premium options while bidet sprayers present a new threat to sales

### **PROSPECTS AND OPPORTUNITIES**

Bright outlook for retail tissue as hygiene standards improve and consumers look for greater convenience

Attractiveness of Vietnam market to invite an increase in market entrants

Distribution landscape set to continue evolving

### **CATEGORY DATA**

Table 1 Retail Sales of Tissue by Category: Value 2018-2023

Table 2 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 5 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

### **TISSUE AND HYGIENE IN VIETNAM**

### **EXECUTIVE SUMMARY**

Tissue and hygiene in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

#### MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Retail Tissue in Vietnam

Product link: <https://marketpublishers.com/r/R7E12CE5D25EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R7E12CE5D25EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970