

Unilever Vietnam International Co Ltd in Beauty and Personal Care (Vietnam)

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Abstracts

Unilever Vietnam International aims to retain its leading position in most beauty and personal care categories in Vietnam. Due to a slight shift from mass products to premium ones among consumers in big cities, the company aims to expand its distribution to new rural areas across Vietnam as a way to increase in value sales and strengthen its reputation. New international players entered Vietnam with various product types and new added-value functions or features – to remain competitive Unilever...

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

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