

Vietnam Soap Import Research Report 2024-2033

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Abstracts

Soap is a type of salt made from fatty acids (and sometimes other carboxylic acids), used for cleaning, lubrication, and other applications. Different soap types, including personal-use soaps, metallic soaps, and resin soaps, serve varied purposes. Personal soap is among the most widely used cleaning agents, while metallic and resin soaps play essential roles in industrial applications.

Soap products come in diverse categories, covering various organic surfactants and their formulations. Typically, soap is produced in solid forms, such as bars, blocks, sheets, or molded pieces, but it also comes in liquid forms. As a household chemical product, soap is used not only for personal and laundry cleaning but also extensively in industrial cleaning, offering functions like washing, degreasing, sanitizing, and skincare. Specialized types include disinfectant soap, medicinal soap, and bleaching soap.

In recent years, Vietnam's soap market has expanded rapidly due to improving living standards and rising per capita income. Trends in the soap market show an increasing demand for natural, organic, functional, and handcrafted soaps. As a staple consumer product, soap has high and stable demand in Vietnam, with steady growth in market size.

In industrial fields, soap is used to clean, disinfect, and maintain industrial equipment, ensuring a safe and clean production environment. Industries like metal processing, machinery manufacturing, automotive maintenance, textiles, and leather processing widely use soap to remove oils and impurities from workpieces and materials. In the chemical sector, soap often acts as a thickener, lubricant, emulsifier, or catalytic ingredient.

Soap's upstream industries primarily include chemical raw material suppliers for fatty acids, glycerin, surfactants, plant extracts, fragrances, and colorants. Its downstream

industries cover manufacturing, retail, e-commerce, and beauty and personal care. Leading global soap producers and exporters include Procter & Gamble (P&G), Unilever, L'Oréal, and Kao.

Vietnam's limited domestic soap production capacity makes it partly reliant on imports to meet market demand. According to CRI data, Vietnam imported approximately USD 120 million worth of soap in 2023. In the first half of 2024, soap imports reached USD 67 million, marking a nearly 20% increase from the same period in 2023.

CRI analyzes that Vietnam's primary soap import sources from 2021-2024 included South Korea, Japan, and Singapore, with major suppliers like GALDERMA S.A., PT Unilever Oleochemical Indonesia, and Johnson & Johnson Consumer Asia Pacific Supply Chain Centre. Key soap importers in Vietnam are companies in beauty, personal care, and household goods sectors, primarily foreign-invested firms, including DKSH Vietnam Co., L'Oréal Vietnam Co., and Galderma Vietnam Co.

With economic growth, rising income levels, expanding consumer markets, and manufacturing development, Vietnam's soap market shows significant growth potential. CRI forecasts that soap imports to Vietnam will continue increasing in the coming years as demand rises in both personal and industrial applications.

Topics covered:

The Import and Export of Soap in Vietnam (2021-2024)

Total Import Volume and Percentage Change of Soap in Vietnam (2021-2024)

Total Import Value and Percentage Change of Soap in Vietnam (2021-2024)

Total Import Volume and Percentage Change of Soap in Vietnam (2024)

Total Import Value and Percentage Change of Soap in Vietnam (2024)

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