

Sun Care Products Market in Vietnam 2021

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Abstracts

Sun care products are products applied to the skin to protect against the harmful effects of the sun's ultraviolet rays. These products come in many forms, as creams, lotions, lip balms, hair tonics, and gels. The sun care products market in Vietnam is expected to increase at a CAGR of 8.4% till 2027. Rising consumer disposable income, increasing product availability and retail outlet, rising incidence of sunburns to surge awareness of sun care products are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for sun care products. The Vietnam sun care products market is segmented on the basis of price range, product, distribution channel, and end user. On the basis of price range, the sun care products market in Vietnam has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the sun care products market in Vietnam has been segmented into self-tanning products, after-sun products, sun protection products. The sun protection products segment is estimated to account for the largest share of the sun care products market in Vietnam. Based on distribution channel, the sun care products market in Vietnam is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. On the basis of end user, the sun care products market in Vietnam has been segmented into adult, children.

The competitive landscape of the industry has also been examined along with the profiles of the key players Rohto Pharmaceutical Co. Ltd., Kao Corporation, LG Household & Health Care Ltd., Shiseido Company Limited, L'Oreal Groupe.

Report Scope

Price range: prestige product, mass product

Product: self-tanning products, after-sun products, sun protection products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

End user: adult, children

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Vietnam sun care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Kao Corporation
LG Household & Health Care, Ltd.

Shiseido Company, Limited
L'Oreal Groupe
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