

Sun Care in Vietnam

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care is now a crucial step in Vietnamese consumers' beauty regimens

Anessa leads brands, followed by La Roche-Posay and Sunplay

Consumers want long-lasting sun protection with a natural finish and value-added features

PROSPECTS AND OPPORTUNITIES

Sun care still holds potential for further growth

Competition will intensify as demand evolves and consumer tastes become more sophisticated

E-commerce will continue to rise thanks to frequent and popular promotions found online, while beauty specialists expand

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DISCLAIMER

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