



Air Care in Vietnam

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Incomes and New Launches

Chart 2 - Analyst Insight for Air Care

Lix Drives Sales with New Mood-Boosting Scents

Chart 3 - Lixco Launched New Air Care Sprays in 2025 with Multiple Scent Options

Personalisation and Health Concerns Shape Consumer Choices

Chart 4 - Value Sales of Air Care 2020-2030

Chart 5 - Volume Sales of Air Care 2020-2030

Chart 6 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Rising Incomes and New Launches Drive Air Care Growth

Spray/Aerosol Air Fresheners to Remain Largest Category in 2030

Digital Storytelling and Natural Ingredients to Shape Future Sales

Chart 7 - Forecast Value Sales of Air Care 2020-2030

Chart 8 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Glade and Ambi-Pur Dominate with Strong Brand Presence

Chart 9 - Glade x Sanrio collaboration excites Vietnamese consumers in 2025

No Significant Mergers or Acquisitions, Limited New Entrants

Chart 10 - Company Shares of Air Care 2025

Chart 11 - Brand Shares of Air Care 2025

CHANNELS

Grocery Retailers Dominate Air Care Sales with Wide Product Range

Retail E-Commerce Gains Traction with Convenience and Promotions

No New Emerging Retail Brands or Concepts in 2026

Chart 12 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Air Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Air Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Chart 21 - Analyst Insight for Home Care

Consumers Seek Products That Provide Additional Benefits

Healthier Formats and Ingredients Gain Traction among Consumers

Chart 22 - Sunlight Leads the Vietnam Market with Its Bio-Care Formula Made From 100% Natural Ingredients

Convenience and Value Drive Sales across Key Categories

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Eco-Friendly and Convenient Products

Chart 26 - Unilever Sunlight Introduced Its Multi-Purpose Cream Cleaner

Local and Small Brands Lead Sustainability Trend with Innovative Products

E-Commerce and Social Media to Boost Local Brand Visibility

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Lead with Innovation

Mood-Boosting Ingredients Drive Innovation in Home Care Products

Chart 29 - Hygiene Wins Vietnamese Consumers with Its Long-Lasting Floral Scent

Health and Wellness Trend Fuels Demand for Natural Ingredients

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Leads, While E-Commerce Gains Traction

Rapid Expansion of Retail E-Commerce

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/air-care-in-vietnam/report.