



# Passport

## ORAL CARE IN VIETNAM

Euromonitor International

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# ORAL CARE IN VIETNAM

## HEADLINES

- In 2010, oral care has current value growth of 13%, reaching VND4.2 trillion
- Increase in consumer awareness of oral health is the main factor driving growth
- Oral care categories have similar growth rates
- Unit price increases marginally due to high inflation
- Unilever Vietnam International Co Ltd leads oral care with a value share of 56% in 2010
- Over the forecast period, oral care is expected to grow by a constant value CAGR of 2%

## TRENDS

- Oral care products, toothbrushes and toothpaste in particular, were essential for consumers of all ages and income levels. Growth was due to the growing population and, more importantly, consumers were encouraged to brush their teeth immediately after meals, and to change their toothbrushes more frequently for better protection.
- Growth was generated by supplementary products such as mouthwashes/dental rinses. However, these products were only attractive to consumers from urban areas, rather than rural areas, due to large gaps in income levels and living standards.
- In 2010, mouthwashes/dental rinses, even though it had the slowest growth, continued to post strong performance with a double digit current value growth rate. Mouthwashes/dental rinses claimed to be more effective in anti-bacterial and gum protection, which was successful in attracting consumers.
- Unit prices of oral care products increased marginally in 2010 due to high inflation. As oral care was approaching maturity, there were many brands competing with each other. Since there were many substitute brands, manufacturers were careful when adjusting their prices so as not to lose their customers to competitors.
- In 2010, standard/traditional toothpaste continued to be the most popular type in Vietnam with a 63% value share. There was a decrease of half a percentage point compared to 2009 due to the development of other toothpaste types, such as whitening, children's, and natural/organic/herbal. Standard/traditional toothpaste offered only basic cleansing properties. Toothpastes for sensitive and total care/complete care increased in popularity as consumers turned to these products for their added benefits.

## COMPETITIVE LANDSCAPE

- Unilever Vietnam International continued to lead sales in 2010 with a 56% value share due to the popularity of its strong brands, P/S and Close-Up. Unilever was successful in its promotional and marketing activities and won consumer preference. The company advertised its products on different media channels including television, newspapers, flyers and promotional programmes.
- Colgate Palmolive (Vietnam) was second in oral care with a 20% value share. The company also had the highest growth at 16%. The products were of good quality, affordable and continuously promoted by impressive marketing activities.
- International manufacturers took control of oral care. Domestic players' share was insignificant. Daso Group, the biggest domestic player in oral care, had a 1% value share in

2010 and its share decreased during the review period. It was difficult for domestic players to compete with international ones, as they did not have the resources to promote their brands. International manufacturers were very knowledgeable about Vietnamese consumer preferences, and also had big budgets for marketing activities to promote their brands.

- There were no significant premium brands available in Vietnam oral care environment at the end of the review period. Mass brands did an excellent job in satisfying consumer demand, even for niche groups such as smokers, children, or high-income.
- Standard brands such as P/S, Close-Up or Colgate remained the most prominent in oral care. These brands by Unilever Vietnam and Colgate Palmolive frequently advertised to raise their brand profile and consumer awareness of new product launches.

## PROSPECTS

- Oral care is expected to grow by a constant value CAGR of 2% over the forecast period. Necessary products such as toothpastes and toothbrushes will soon reach maturity, while advanced products such as mouthwashes/dental rinses will bring significant contribution to oral care.
- Mouthwashes/dental rinses is predicted to have the strongest growth in oral care over the forecast period with a constant value CAGR of 4%. Sales are limited in 2010 even in urban areas, which means that there is still potential. Manufacturers are expected to run numerous programmes and advertisements to further educate consumers about the products.
- Unit prices are expected to increase marginally over the forecast period, due to high inflation rates. However, price changes will be insignificant, as consumers are price-sensitive in oral care. Manufacturers may also implement price promotions and twin-pack offers to attract consumers and compete with other companies, thus softening the price increase.
- Functional products are expected to lead sales over the forecast period. Manufacturers will emphasise the special functions of their products to satisfy consumers' needs. Protecting oral health, preventing gum diseases and dental cavities, and teeth whitening are the concerns of most consumers.
- Oral care is expected to be higher in constant value terms over the forecast period compared with the review period. Value growth will be driven by the launch of new innovative products with added functions at higher prices.
- With better living standards, consumers are expected to visit dentists more regularly, which may pose a threat to the performance of tooth whiteners.
- As oral care is saturated, companies are expected to expand tooth sensitivity protection to other products such as mouthwashes/dental rinses. They will also focus on power toothbrushes. They will have ongoing marketing campaigns to remind consumers of their brands' quality compared with other players.

## CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2005-2010

VND billion	2005	2006	2007	2008	2009	2010
Dental Floss	-	-	-	-	-	-
Denture Care	-	-	-	-	-	-

Mouth Fresheners	-	-	-	-	-	-
Mouthwashes/Dental Rinses	48.8	56.1	63.4	71.1	79.9	90.2
Tooth Whiteners	-	-	-	-	-	-
Toothbrushes	609.0	676.0	743.6	814.3	883.5	1,002.8
Toothpaste	1,867.7	2,091.8	2,301.0	2,508.1	2,746.4	3,103.4
Oral Care	2,525.5	2,824.0	3,108.1	3,393.4	3,709.8	4,196.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Oral Care total excludes the category total for manual and power toothbrushes

**Table 2 Sales of Oral Care by Category: % Value Growth 2005-2010**

% current value growth	2009/10	2005-10 CAGR	2005/10 TOTAL
Dental Floss	-	-	-
Denture Care	-	-	-
Mouth Fresheners	-	-	-
Mouthwashes/Dental Rinses	12.8	13.1	84.7
Tooth Whiteners	-	-	-
Toothbrushes	13.5	10.5	64.6
Toothpaste	13.0	10.7	66.2
Oral Care	13.1	10.7	66.2

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Oral Care total excludes the category total for manual and power toothbrushes

**Table 3 Sales of Manual and Power Toothbrushes by Category: Value 2005-2010**

VND billion	2005	2006	2007	2008	2009	2010
Manual Toothbrushes	609.0	676.0	743.6	814.3	883.5	1,002.8
Power Toothbrushes	-	-	-	-	-	-
- Battery Toothbrushes	-	-	-	-	-	-
-- Battery Toothbrush Replacement Heads	-	-	-	-	-	-
-- Battery Toothbrush Units	-	-	-	-	-	-
- Electric Toothbrushes	-	-	-	-	-	-
-- Electric Toothbrush Replacement Heads	-	-	-	-	-	-
-- Electric Toothbrush Units	-	-	-	-	-	-
Toothbrushes	609.0	676.0	743.6	814.3	883.5	1,002.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Sales of Manual and Power Toothbrushes by Category: % Value Growth 2005-2010**

% current value growth	2009/10	2005-10 CAGR	2005/10 TOTAL
Manual Toothbrushes	13.5	10.5	64.6

Power Toothbrushes	-	-	-
- Battery Toothbrushes	-	-	-
-- Battery Toothbrush Replacement Heads	-	-	-
-- Battery Toothbrush Units	-	-	-
- Electric Toothbrushes	-	-	-
-- Electric Toothbrush Replacement Heads	-	-	-
-- Electric Toothbrush Units	-	-	-
Toothbrushes	13.5	10.5	64.6

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5 Sales of Toothpaste by Type: % Value Breakdown 2006-2010**

% retail value rsp	2006	2007	2008	2009	2010
Children's	2.0	2.0	2.0	2.5	2.7
Gum diseases	9.0	9.5	10.0	10.5	10.3
Natural/organic/herbal	3.5	3.7	3.8	4.0	4.2
Standard/Traditional	65.0	64.5	64.0	63.0	62.5
Whitening	7.0	7.5	7.5	8.0	9.0
Others	13.5	12.8	12.7	12.0	11.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 Oral Care Company Shares 2006-2010**

% retail value rsp Company	2006	2007	2008	2009	2010
Unilever Vietnam International Co Ltd	55.7	56.1	56.0	56.2	56.2
Colgate-Palmolive (Vietnam) Co Ltd	17.4	18.5	19.0	19.6	20.1
Oral-B (Vietnam) Ltd	8.1	8.3	8.6	8.6	8.8
GlaxoSmithKline Plc	2.7	2.5	2.4	2.5	2.5
Johnson & Johnson Vietnam Co Ltd	1.5	1.6	1.7	1.7	1.7
LG Vina Cosmetics Co Ltd	1.3	1.2	1.0	0.9	0.9
Daso Group	1.5	1.2	1.0	0.9	0.8
Lion Corp	1.0	1.0	0.9	0.8	0.8
Procter & Gamble Vietnam Ltd	1.0	1.0	1.0	0.7	0.7
Jordan AS	0.9	0.8	0.6	0.6	0.5
Church & Dwight Co Inc	0.7	0.4	0.1	0.1	0.0
Carter-Wallace Inc	-	-	-	-	-
Lander Co Inc	-	-	-	-	-
Pfizer Vietnam Co Ltd	-	-	-	-	-
Sanofi-Synthelabo SA	-	-	-	-	-
Sanofi-Aventis	-	-	-	-	-
Others	8.0	7.6	7.5	7.3	7.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Oral Care Brand Shares by GBN 2007-2010

% retail value rsp Brand	Company	2007	2008	2009	2010
P/S	Unilever Vietnam International Co Ltd	42.6	42.9	43.2	43.2
Colgate	Colgate-Palmolive (Vietnam) Co Ltd	14.8	15.2	15.7	16.0
Close-Up	Unilever Vietnam International Co Ltd	13.5	13.1	13.0	12.9
Braun Oral-B	Oral-B (Vietnam) Ltd	6.2	6.3	6.2	6.3
Aquafresh	GlaxoSmithKline Plc	2.5	2.4	2.5	2.5
Colgate Herbal	Colgate-Palmolive (Vietnam) Co Ltd	2.1	2.2	2.4	2.4
Braun Oral-B Advantage	Oral-B (Vietnam) Ltd	1.4	1.5	1.6	1.6
Listerine	Johnson & Johnson Vietnam Co Ltd	1.5	1.6	1.6	1.6
Darlie	Colgate-Palmolive (Vietnam) Co Ltd	1.5	1.5	1.4	1.5
Dacco	Daso Group	1.1	1.0	0.9	0.8
Braun Oral-B Vision	Oral-B (Vietnam) Ltd	0.7	0.7	0.8	0.8
Crest	Procter & Gamble Vietnam Ltd	0.7	0.7	0.6	0.6
Jordan	Jordan AS	0.8	0.6	0.6	0.5
Atman	LG Vina Cosmetics Co Ltd	0.5	0.4	0.4	0.4
Kodomo	Lion Corp	0.4	0.4	0.4	0.4
Lucky	LG Vina Cosmetics Co Ltd	0.4	0.4	0.3	0.3
Fresh & White	Lion Corp	0.3	0.3	0.3	0.3
Bamboo Salt	LG Vina Cosmetics Co Ltd	0.3	0.2	0.1	0.1
Zact	Lion Corp	0.1	0.1	0.1	0.1
Colgate Plax	Colgate-Palmolive (Vietnam) Co Ltd	0.1	0.1	0.1	0.1
Fluocaril	Procter & Gamble Vietnam Ltd	0.3	0.3	0.1	0.1
Pearl Drops	Church & Dwight Co Inc	0.4	0.1	0.1	0.0
Systema	Lion Corp	0.1	0.0	0.0	0.0
Green Leaf	Daso Group	0.1	-	-	-
Pearl Drops	Carter-Wallace Inc	-	-	-	-
Oral-B	Oral-B (Vietnam) Ltd	-	-	-	-
Listerine	Pfizer Vietnam Co Ltd	-	-	-	-
Fluocaril	Sanofi-Aventis	-	-	-	-
Fluocaril	Sanofi-Synthelabo SA	-	-	-	-
Others		7.7	7.6	7.4	7.2
Total		100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Toothpaste Brand Shares by GBN 2007-2010

% retail value rsp Brand	Company	2007	2008	2009	2010
P/S	Unilever Vietnam International Co Ltd	54.5	55.0	55.2	55.2
Close-Up	Unilever Vietnam	15.5	15.0	14.9	14.7

Colgate	International Co Ltd Colgate-Palmolive (Vietnam) Co Ltd	10.1	10.0	10.2	10.2
Colgate Cavity Protection	Colgate-Palmolive (Vietnam) Co Ltd	4.5	5.0	5.4	5.7
Colgate Herbal	Colgate-Palmolive (Vietnam) Co Ltd	2.8	3.0	3.2	3.3
Darlie	Colgate-Palmolive (Vietnam) Co Ltd	2.0	2.0	2.0	2.0
Aquafresh	GlaxoSmithKline Plc	1.8	1.8	1.9	1.9
Aquafresh Whitening	GlaxoSmithKline Plc	1.2	1.2	1.3	1.3
Braun Oral-B	Oral-B (Vietnam) Ltd	1.3	1.3	1.0	1.0
Crest	Procter & Gamble Vietnam Ltd	0.9	0.9	0.8	0.8
Lucky Anti-Cavity For Kids	LG Vina Cosmetics Co Ltd	0.5	0.5	0.4	0.5
Kodomo	Lion Corp	0.5	0.5	0.5	0.4
Dacco	Daso Group	0.5	0.5	0.4	0.4
Fresh & White	Lion Corp	0.4	0.4	0.4	0.3
Bamboo Salt	LG Vina Cosmetics Co Ltd	0.4	0.3	0.2	0.2
Zact	Lion Corp	0.2	0.2	0.2	0.2
Fluocaril KM 2x1	Procter & Gamble Vietnam Ltd	0.4	0.4	0.2	0.1
Pearl Drops	Church & Dwight Co Inc	0.5	0.2	0.1	0.0
Green Leaf	Daso Group	0.2	-	-	-
Pearl Drops	Carter-Wallace Inc	-	-	-	-
Fluocaril KM 2x1	Sanofi-Aventis	-	-	-	-
Fluocaril KM 2x1	Sanofi-Synthelabo SA	-	-	-	-
Others		1.8	1.8	1.8	1.7
Total		100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 9 Mouthwash/Dental Rinses Brand Shares by GBN 2007-2010**

% retail value rsp Brand	Company	2007	2008	2009	2010
Listerine	Johnson & Johnson Vietnam Co Ltd	74.5	75.5	75.0	75.2
P/S Mouthwash	Unilever Vietnam International Co Ltd	5.5	6.0	6.3	6.7
Colgate Plax	Colgate-Palmolive (Vietnam) Co Ltd	5.0	5.0	5.1	5.1
Listermint	Johnson & Johnson Vietnam Co Ltd	4.0	4.5	4.6	4.6
Braun Oral-B	Oral-B (Vietnam) Ltd	4.5	4.5	4.1	3.9
T-B mouthwash	Traphaco	2.0	2.0	1.8	1.1
Fresh Mint flavour mouthwash	Ascendia Brands Inc	1.0	-	-	-
Lander Mouthwash & Gargle	Ascendia Brands Inc	1.0	-	-	-
Fresh Mint flavour mouthwash	Lander Co Inc	-	-	-	-
Lander Mouthwash & Gargle	Lander Co Inc	-	-	-	-
Listerine	Pfizer Vietnam Co Ltd	-	-	-	-
Listermint	Pfizer Vietnam Co Ltd	-	-	-	-
Others		2.5	2.5	3.2	3.3

Total 100.0 100.0 100.0 100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 10 Forecast Sales of Oral Care by Category: Value 2010-2015**

VND billion	2010	2011	2012	2013	2014	2015
Dental Floss	-	-	-	-	-	-
Denture Care	-	-	-	-	-	-
Mouth Fresheners	-	-	-	-	-	-
Mouthwashes/Dental Rinses	90.2	92.0	95.2	99.9	105.4	111.8
Tooth Whiteners	-	-	-	-	-	-
Toothbrushes	1,002.8	1,015.8	1,028.0	1,039.3	1,049.7	1,059.1
Toothpaste	3,103.4	3,149.9	3,212.9	3,286.8	3,375.6	3,476.8
Oral Care	4,196.3	4,257.7	4,336.1	4,426.1	4,530.7	4,647.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Oral Care total excludes the category total for manual and power toothbrushes

**Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2010-2015**

% constant value growth	2010-15 CAGR	2010/15 TOTAL
Dental Floss	-	-
Denture Care	-	-
Mouth Fresheners	-	-
Mouthwashes/Dental Rinses	4.4	24.0
Tooth Whiteners	-	-
Toothbrushes	1.1	5.6
Toothpaste	2.3	12.0
Oral Care	2.1	10.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Oral Care total excludes the category total for manual and power toothbrushes

**Table 12 Forecast Sales of Manual and Power Toothbrushes by Category: Value 2010-2015**

VND billion	2010	2011	2012	2013	2014	2015
Manual Toothbrushes	1,002.8	1,015.8	1,028.0	1,039.3	1,049.7	1,059.1
Power Toothbrushes	-	-	-	-	-	-
- Battery Toothbrushes	-	-	-	-	-	-
-- Battery Toothbrush Replacement Heads	-	-	-	-	-	-
-- Battery Toothbrush Units	-	-	-	-	-	-
- Electric Toothbrushes	-	-	-	-	-	-
-- Electric Toothbrush Replacement Heads	-	-	-	-	-	-
-- Electric Toothbrush	-	-	-	-	-	-

Units						
Toothbrushes	1,002.8	1,015.8	1,028.0	1,039.3	1,049.7	1,059.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 13 Forecast Sales of Manual and Power Toothbrushes by Category: % Value Growth 2010-2015**

% constant value growth	2010-15 CAGR	2010/15 TOTAL
Manual Toothbrushes	1.1	5.6
Power Toothbrushes	-	-
- Battery Toothbrushes	-	-
-- Battery Toothbrush Replacement Heads	-	-
-- Battery Toothbrush Units	-	-
- Electric Toothbrushes	-	-
-- Electric Toothbrush Replacement Heads	-	-
-- Electric Toothbrush Units	-	-
Toothbrushes	1.1	5.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources