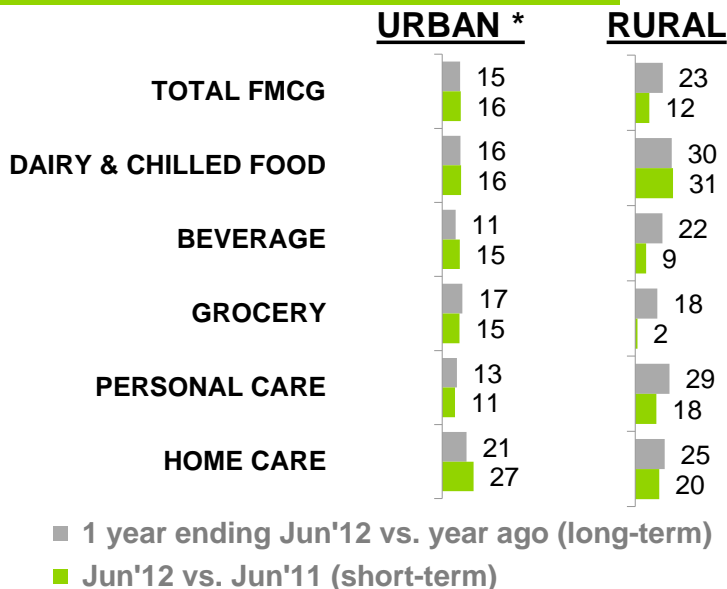


## VALUE GROWTH (%) MONITOR



## CATEGORY OF THE MONTH

## FABRIC SOFTENER

## URBAN\*

21%

Long-term

21%

Short-term

Fabric softener buyers in urban increase their average spending by

**+17%** year-on-year

## RURAL

28%

Long-term

7%

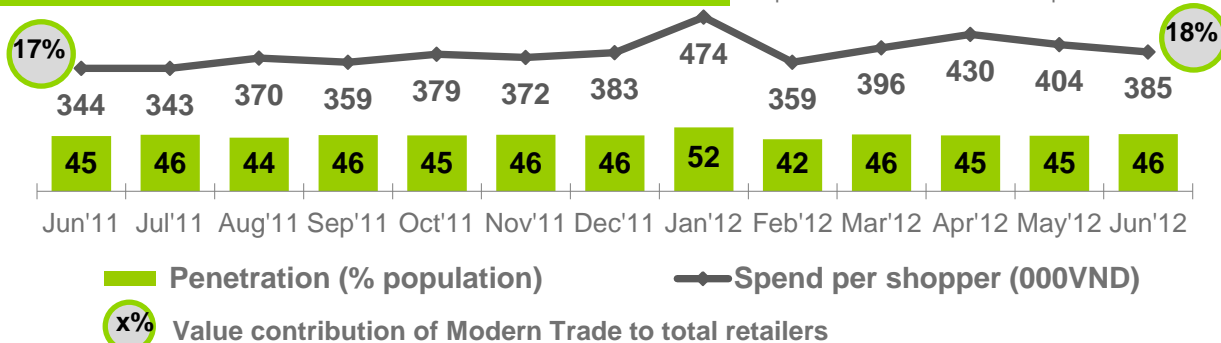
Short-term

Incremental recruitment of **600,000** rural households in a year

\* URBAN 4 KEY CITIES (HCM, Hanoi, Danang, Cantho)

## MODERN TRADE \*\* TRACKING in URBAN\*

\*\* MODERN TRADE: Wholesale + Hypermarket + Supermarket + Minimarket + Department store



SOURCE: KANTAR WORLD PANEL – Household purchase panel for in-home consumption of FMCG products (excluding gifts)

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