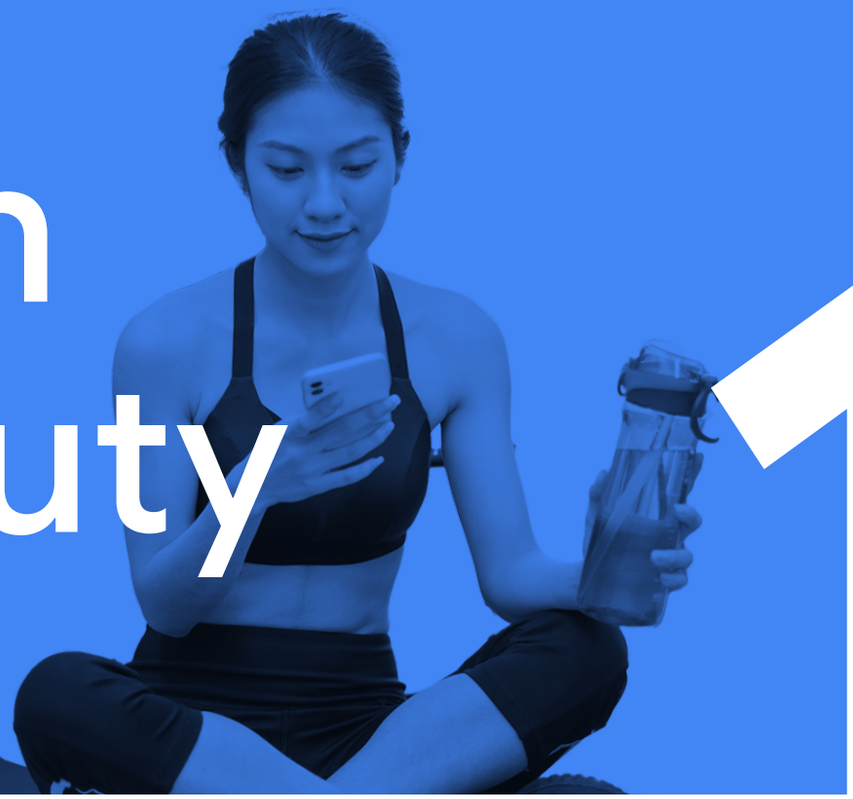
Health & Beauty



The pandemic has influenced purchase behavior in the health and beauty segment across the country. As Vietnamese regain their confidence to spend, they continue to prioritize skin care, self-pampering and personal care. They are also focusing on putting their overall well-being first.

Across the country, people's journeys have become increasingly personal, with the expectation that products should be fulfilling their particular set of needs, as evidenced by search queries that are needs-specific and non-branded.

Top searches for ingredients (skin actives)

retinol **+190%**

niacinamide **152%**

BHA **127%**

Popular searches for products that are a part of skincare routines:

tẩy trang **31%**
makeup removal

sữa rửa mặt **17%**
face wash

kem chống nắng **23%**
sunscreen

kem trị mụn **6%**
acne treatment

Popular searches for skincare routines for specific skin types:

các bước skincare **114%**

skincare steps

skincare cho da **114%**

skincare for ... skin type

Vietnamese are embracing hair care. They have overcome pandemic hair by taking to Search to learn ways to cut it, color it and even style it as per their personal traits such as face type, skin tone or hair type.

Top searches for **hairstyles**:

tóc layer **233%**

layer hair

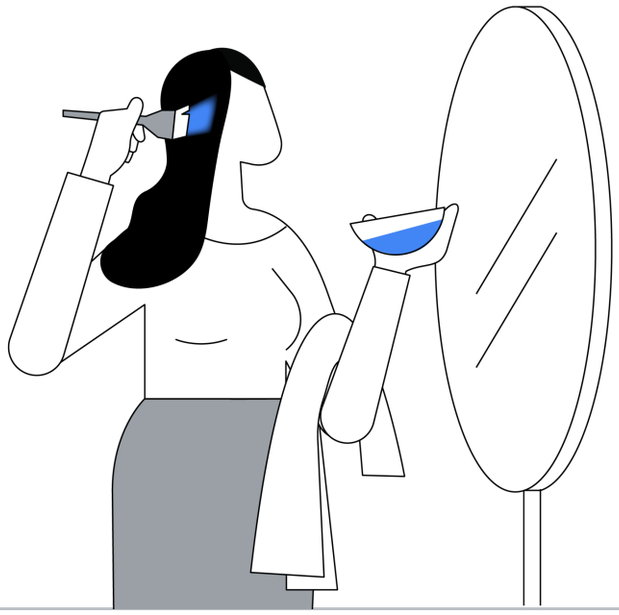
kiểu tóc cho mặt **23%**

hair style for ... face type

mullet

+400%

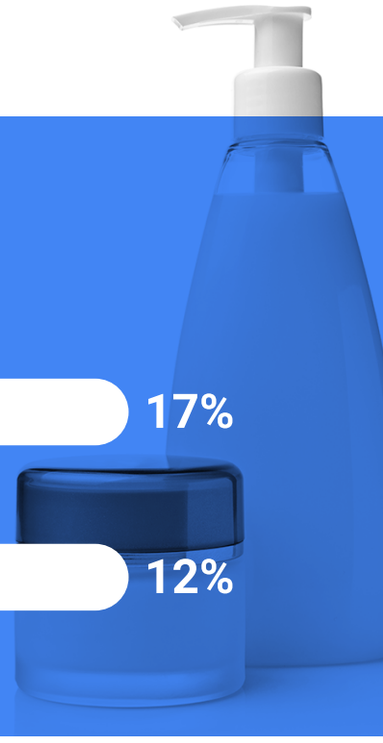
Popular searches for **hair coloring**:



màu tóc cho hair color for	52%
nâu tây brown hair color	26%
thuốc nhuộm tóc hair dyes	18%

Top searches for **hair care products and tools**:

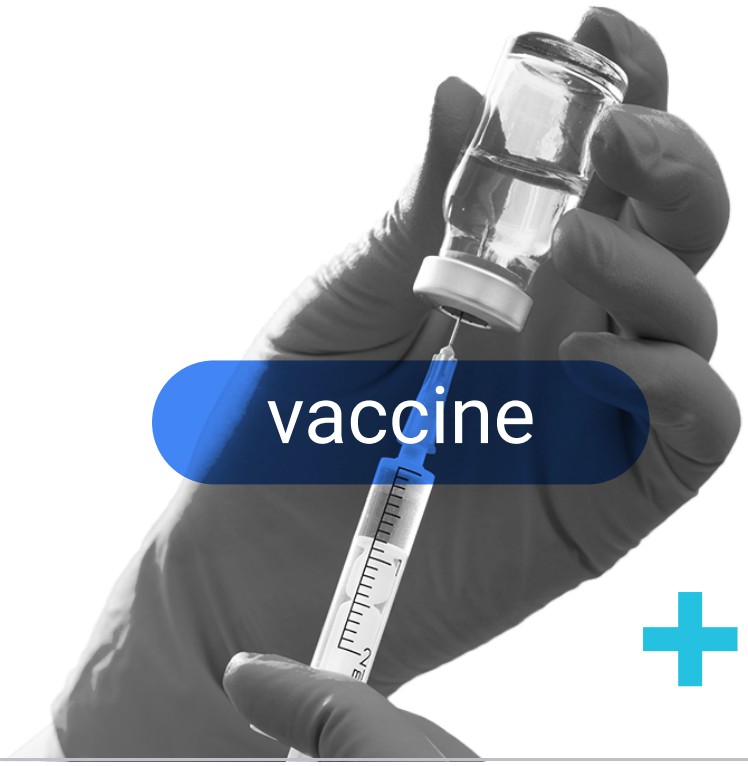
dầu gội cho tóc shampoo for... hair type	27%
tông đơ hair trimmer	21%
dưỡng tóc hair care	20%
shampoo	16%



They are also becoming interested in products that leave nice scents.

sữa tắm thơm nice scented body wash	100%
body wash	17%
dưỡng thể body lotion	19%
khử mùi deodorants	12%

The first wave of the pandemic made people realize the importance of hygiene and personal care. With it now being clear that the pandemic isn't going away anytime soon, the focus today is on healthier personal care products and activities that boost well-being.



With the resurgence of cases in Vietnam, COVID-19 continues to remain top of mind among people in the country.

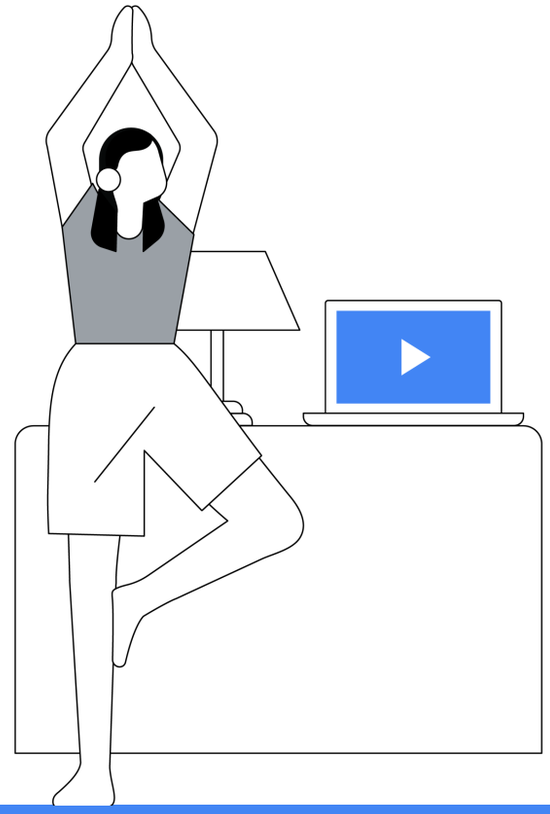
triệu chứng covid 333%

covid symptom

+500%

As Vietnamese spend more time indoors, they are turning to Search to find at-home health products and activities.

Home exercises are gaining popularity, as people seek ways to remain active and in good shape while indoors...



bài tập giảm mỡ bụng **43%**

belly fat exercises

thể dục tại nhà **26%**

exercises at home

...while there is also an uptick in proactive and preemptive health management.

nhịp tim bình thường **93%**

normal heart rate

máy đo huyết áp **32%**

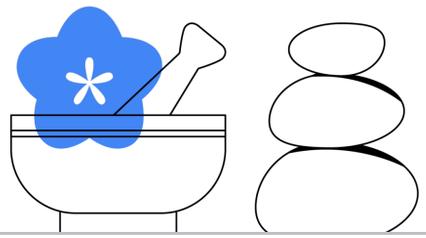
blood pressure machine

New-age consumers not only expect products to work effectively against germs and dirt, but they also want them to provide nourishment. To protect themselves from illness and for their general well-being, Vietnamese are supplementing their at-home diets with vitamins and nutrition.

There is a growth in searches for vitamins, as more people focus on staying healthy from within.

+11%

Traditional herbal medicines are gaining popularity...



đông trùng hạ thảo **52%**

caterpillar fungus

tinh dầu hoa anh thảo **103%**

primrose oil

... and new types of supplements are emerging. that support skincare to protect body from the sun

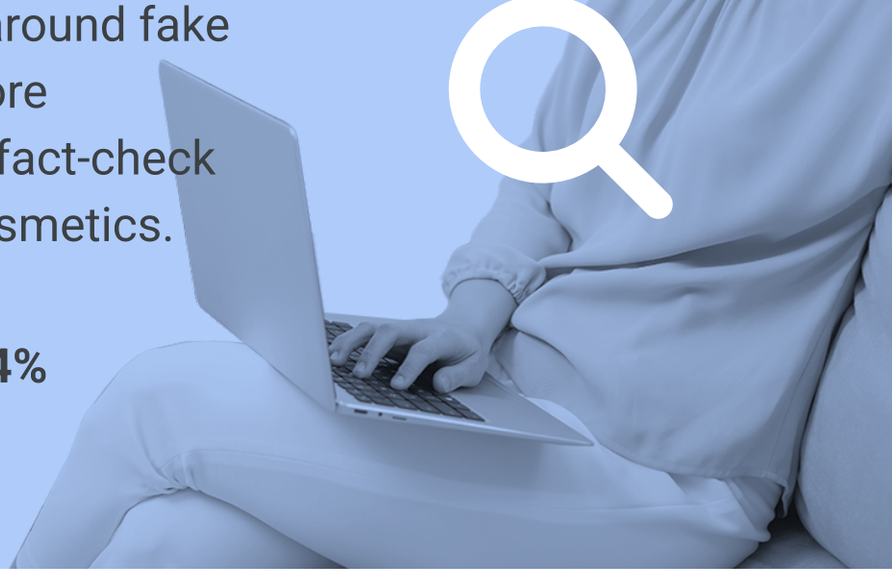
viên uống chống nắng **31%**

sun pills

Did you know?

With more options available in the market, Vietnamese are wary of being

misled. Increasing concern around fake products has made them more proactive in using Search to fact-check claims and find authentic cosmetics.



kem trộn **14%**

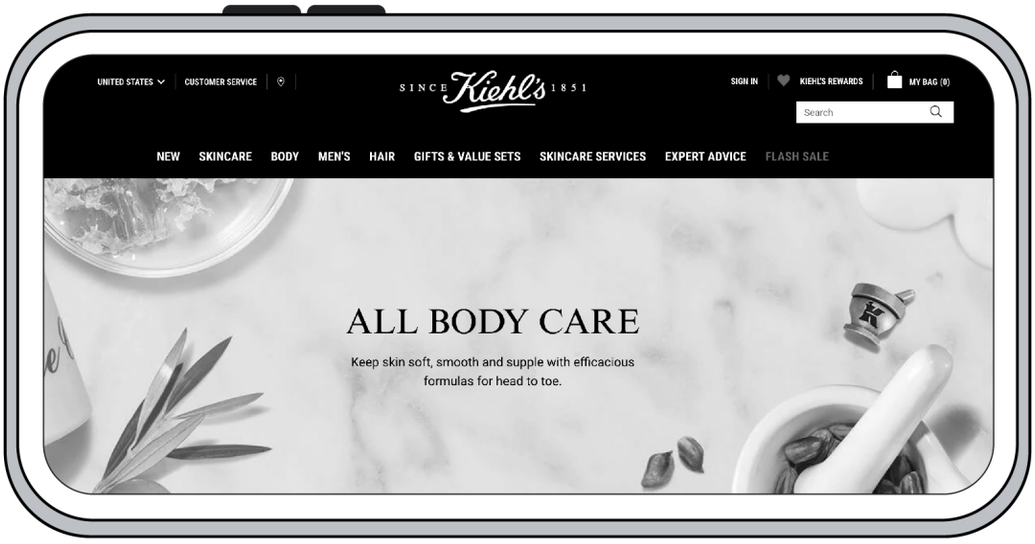
mixed face cream

BRAND IMPLICATIONS

1 Personalization is key

Being aware of different consumer needs and starting points isn't enough. Brands need to understand that every individual consumer's journey is different to create both meaningful and profitable connections. In 2021, online reviews of products and knowledgeable staff were voted to be the most important factors respectively when a customer visits a store online or offline.[37]

With more Vietnamese spending time indoors than ever before, they are on the lookout for beauty products and services that cater to their specific needs. To reach them and build brand considerations early, marketers need to deliver relevant and customized experiences by replicating their offline journey online.



Kiehl's, a cosmetic retailer under L'Oreal Group that specializes in skin, hair, and body care products, boosted sales by 27% and revenue by 18% by leveraging generic search terms in Smart Bidding campaigns.

Eda Lim
Head of Digital, L'Oréal Luxe Malaysia

"Generic search keywords allowed us to expand reach, capture prospects, and build Kiehl's brand consideration early in the consumer purchase journey."

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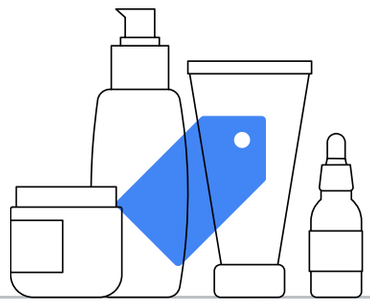
2 Emphasize on the visual to grab consumers' attention

Beauty buyers know what they are looking for in a product. Their needs have shifted from finding basic solutions to routine skincare problems to purchasing products that meet certain criteria. Leverage these aspirations by highlighting your brand's visual, especially with color and styling products to bring the most authentic experience to shoppers. Even with products that focus on scents, find ways to describe the fragrance in a visually appealing manner to make selection easier for online shoppers at home.



3 Make meaningful connections

The pandemic has changed consumers' priorities. Beauty now starts from within, with buyers focusing on building a healthy balance between mind and body. Find innovative ways to address their needs while giving them a sense of assurance and normality in uncertain times. One way to build a meaningful connection is by becoming a trusted brand with brand websites, official stores on marketplaces or official channels on media platforms.

Sources:
Google Trends, Vietnam, Sep 1, 2019 - Aug 31, 2020 vs. Sep 1, 2020 - Aug 31, 2021, unless indicated otherwise

37. Shopper Pulse, April - October 2021.