

VIETNAM

# Marketing Book

tns

**PINK PAGES**

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The chapters highlighted in pink are actual extracts from **TNS Pink Pages** Marketing Book

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**A** United Nations report entitled “Surging Ahead in Uncertain Times” signalled that the Asia Pacific region would become a driving force for the world economy.

With Vietnam’s recent successes and a GDP growth of 7 per cent plus over the last five years, comparing Vietnam to the other Asian tigers is critical to better understand the country’s actual economic situation and to see what is in store over the next decade.

## Vietnam: benefiting from the factor of 1

As economists estimated, by contributing to more than 35 per cent of the total Gross Domestic Product (GDP), Asia is undoubtedly on the way to being the next worldwide leader in terms of economic development.

Regional challenges have steadily risen over the past few months: global slowdown in advanced economies and in the two main regional economic pillars (China and India); strong inflationary pressure, especially in Southeast Asia nations (Vietnam in the lead); and international turbulence striking Asian financial markets. These factors have tested Asian nations in their ability to sustain their fast growth, but even so, the development path of emerging Asian nations remains buoyant at over nine per cent GDP growth in 2007.

Due to dynamic economic reform policies, emerging Asian nations are still keeping on the uptrend while forecasting to decline slightly in 2008. By reinforcing their international integration via new market agreements with the Middle East or Latin America, for instance, they have now reduced their dependency on the US and industrial Asia countries (Japan), and have more access to new market opportunities. In addition, by intensifying the regional cooperation between members - in the last decade, internal regional trade has tripled and at present represents 25 per cent of the total economic cumulative trade relations for the region – Southeast Asian nations have bolstered their internal demand and now more able to sustain their fast economic growth.

Being located between the two economic giants of China and India, Vietnam is often overlooked by businesses and often considered as a small scale and undeveloped market. However, when considering that Vietnam is the second fastest growing economy in Asia, has a homogeneous population and has Asia’s second youngest population, the future for this emerging tiger looks bright indeed.

For several years now, Vietnam has achieved GDP growth in excess of seven per cent annually, with 2007 GDP growth reaching as high as 8.5 per cent. In 2007, Vietnam attracted a record USD20.3 billion in foreign direct investments (FDI), a further USD5.4 billion of overseas

development assistance (ODA) and an unprecedented USD4 billion in overseas Vietnamese money remittance, making Vietnam the destination for investments in Asia on a per capita basis.

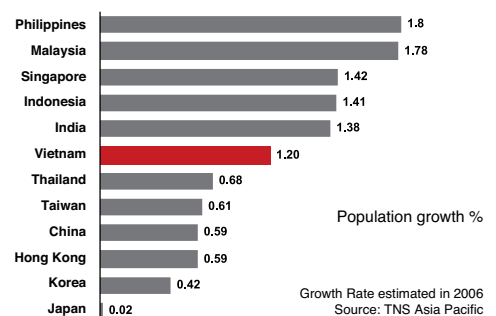
Unlike China, Vietnam benefits greatly from the factor of one. When considering Vietnam’s geographical uniqueness, some would argue that the country is in a better position to succeed than China thanks to its one dominant ethnic group, one language, one coast and one major highway linked to its major ports, air routes and population bases. These factors make infrastructure development and the creation of an equal standard of living a realistic and practical aspiration. The country has huge potential that is already being realised.

Multilateral agreements between Vietnam and overseas economic partners have created some truly striking achievements and outstanding results in a short period of time. Vietnam’s entry into ASEAN (1995), the ratification of the US BTA (2001) and the recent accession of Vietnam to the WTO have all helped to usher in a new economic environment where Vietnam now is seen as a true international player in boardrooms across the world.

### Consumer base a veritable goldmine

Vietnam has experienced a baby boom since the early eighties. Present growth rates determine that Vietnam’s population is growing at 1.2 per cent per year, while mortality rates are on the decline. However, Vietnam is not the leader in population growth in Asia. The Philippines with its annual growth rate of 1.8 per cent leads the population explosion, followed closely by Malaysia,

**Vietnam’s population growth rate**



Singapore, Indonesia and India.

Though most businesses are attracted to big population markets, sustainability and stability are key factors when deciding whether to invest in a market or not. Vietnam's growth rate seems manageable and economically viable as well. Countries such as Malaysia and Singapore, with their rather modest populations, can certainly afford a few more mouths to feed. In contrast, India must be able to support a population of over 1.1 billion people with a growth rate of 1.38 per cent annually, making one wonder about the long term viability of its recent spate of successes.

If we look at the consumer market in terms of consumption capabilities, China and India have the biggest populations in Asia. Nonetheless, considering Asia's population profile, Southeast Asian countries—especially the Philippines and Vietnam—have the highest potential for growth. And with 57 per cent of population under the age of 25, both countries have plenty of consumption years ahead.

### Sustainable population growth

Two other important population statistics that need to be considered when comparing Vietnam's future to the rest of Asia are family size and the ultra-important, urban versus rural split. Not surprisingly the Philippines and Vietnam have the largest family sizes with an average of 56 per cent and 43 per cent of families exceeding five household members. When looking at other Asian countries, it becomes clear that the size of families will become smaller, creating a larger consumer base. Henceforth, Vietnam's consumer base will expand within an easier to manage social structure.

The single most important factor that should spur economic growth in Vietnam from a population perspective is the migration of rural Vietnamese into the commercially more prosperous urban centres, such as Hanoi and Ho Chi Minh City.

Today, Vietnam is home to Asia's largest per capita rural population representing more than 73 per cent of its 85 million inhabitants. Close second, in terms of rural population, are Thailand and India with 71 per cent. Compared to China with its current urban population of 43 per cent, and looking at recent migration figures within Vietnam, it is safe to say that Vietnam's urban population will roughly reflect that of China in the next 10 to 15 years. This means that housing, transportation, communications, other infrastructure and consumerism are going to experience record growths in Asia.

If decisions to invest in Vietnam were made purely on population statistics and by comparison to other Asian nations, only a partial picture of the realities for Vietnam would emerge.

### A growing sense of national pride

There are several cultural nuances that need to be factored into the equation to gain a clearer vision of Vietnam's economic and consumption future. Unlike the Philippines, which is heavily influenced by religion, Vietnam has a dichotomous religious landscape. More important to Vietnamese are family, fatherland and future success, which have an enormous impact on how Vietnam's population will react to the future. Using the "World Value Survey" data for 2006, we note that Vietnam has the second highest score amongst 10 Asian nations when it comes to national pride, indicating a fierce pride in being Vietnamese.

The survey also highlighted that work is very important in the lives of Vietnamese, while family is comparatively less important than is found in other Asian nations, possibly indicating that willingness to sacrifice the family to achieve work happiness and success.

Interestingly, when asked about issues such as women's rights in the "Gallup International/TNS Voice of the People" survey, Vietnamese responded in quite a liberal fashion, identifying a practical approach to the future, in terms of multiple breadwinners and equality at home and at the work place.



# Rural

**S**ince the opening up of Vietnam in the late 1980's, marketers and manufacturers have been concentrating their efforts predominantly in Vietnam's five major cities; Ha Noi, Hai Phong, HCMC, Can Tho, and Da Nang. This strategy is not surprising, considering these cities comprise some 10 per cent of Vietnam's total population and make up a staggering 25.6 per cent of the countries GDP. However, with Vietnam's entry into WTO driving competition within urban Vietnam to new heights, and the fact that after 15 years of heavy concentrated spend in urban Vietnam, the growth potential and overall saturation of products and services in the urban areas is forcing marketers and manufacturers to look for new avenues of growth and profitability.

## Enter Rural Vietnam

Rural Vietnam hosts a staggering 76.5 per cent of Vietnam's population and 62.5 per cent of the countries entire GDP. Though certainly not as affluent, nor as easy to reach as their urban brethren, rural Vietnam holds the key to Vietnam's next big consumer boom.

As incomes have grown by almost 700 per cent in the last 16 years, largely driven by urban wealth increases, it also stands to reason that the rural areas of Vietnam are gaining not only in wealth, but also in the desire for new products and services. In 2006, advertising grew by an amazing 40 per cent. When one considers that both TV reach and on-air times have increased, as well as the some 700 print titles available throughout Vietnam, it becomes clear that much of this advertising is reaching well beyond the borders of urban Vietnam and is having an increasing impact on the desires, wants and needs of rural Vietnamese.

### Rural versus urban incomes:

From a recent pilot project, conducted by TNS Vietnam, in several deep rural areas of the country, it was discovered that 42 per cent of rural family monthly household incomes were above 1.5 million VND, compared to 93 per cent of urban family monthly household incomes.

Though considerably lower incomes prevail in rural Vietnam, these consumers should not be overlooked.

When one actually tallies up the number of consumers based on

the above calculations, rural Vietnam has three times the number of available consumers (17 million) compared to urban Vietnam (five million). Based on these numbers alone, rural Vietnam is truly the next big opportunity for consumerism in Vietnam.

### Rural monthly spend vs urban

It should be obvious to anyone who has lived or travelled in Vietnam that there are still extreme disparities with respect to wealth and ownership between city dwellers and country folk. However, this does not hold true for every sector, product or service. For example, TNS Consumer Rural Monitor pilot discovered that for the basic Fast Moving Consumer Goods (FMCG) segments, rural consumers already spend upwards to 60 per cent of what their urban kin spend on the monthly basis. In other words, rural families spend about VND425,000 per month on items such as personal care, home care, packaged foods and beverages, while urban families spend about VND680,000 per month.

For certain categories in rural Vietnam, a very lucrative business already exists and needs to be better understood and explored in an effort to drive consumer goods' growth and profitability.

However, as rural families have much lower incomes and less disposable incomes, Vietnam's recent spiraling inflation will have a much greater impact on these consumers. They have to make choices to either forego the purchase of certain products, or to

**30%** of rural households claim to have radios compared to **48%** in urban Vietnam



down-trade on brands to ensure that powdered milk and rice is still on the table every morning. Thus, the need to understand and monitor rural consumption is greater today than ever before.

### Rural product penetration vs. urban

Not surprisingly, certain categories have similar penetration levels in urban or rural households. Typical items such as washing detergent, dish washing liquid, seasoning, sugar, shampoo and toothpaste all permeate well over 90 per cent of all households in Vietnam. However, other categories are truly underrepresented in rural Vietnam and have huge growth potentials. For example, every item mentioned below has half or less than half the household penetration in rural Vietnam compared to Vietnam's major urban cities: cup yoghurt, canned and packaged food, shower gel and skin care and cosmetics, drinking water, and milk.

As the saying goes, "What's good for the goose is good for the gander," meaning that many of these items should grow their visibility and usage in rural Vietnam in the next two to five years.

### Ownership & aspiration

There are still significant differences with respect to the ownership of certain durable items between rural and urban Vietnam. Not surprisingly TV ownership is almost on par in rural Vietnam when compared to city family ownership. As an example, 92 per cent of rural Vietnamese own a TV compared to 97 per cent of urban families. This has far-reaching implications, as advertisement broadcasts over TV have a very large and captivated audience and in fact TV advertising will have a much greater positive marketing

impact in rural than urban Vietnam, where entertainment choices are much more abundant and viewership is actually on the decline. Furthermore, over 30 per cent of rural households claim to have radios compared to 48 per cent in urban Vietnam. Again, due to a lack of entertainment alternatives, radio can bring advertising messages to eager ears at a very affordable price.

However, the most interesting and possibly insightful figure garnered from The TNS Consumer Rural Monitor pilot, was that 33 per cent of rural respondents claimed to own a mobile phone, in contrast to 66 per cent of the city dwellers. Considering the fact that most mobile phones cost the average rural Vietnamese family at least one month's salary, if not more, it stands to reason that at least a third of rural households have a much higher disposable income than anticipated. Such high penetration rates for mobile phones would also lead one to assume that rural Vietnamese desire, and are beginning to develop, aspirational notions for seeking and showing status and success. In other words, they are beginning to emulate their city cousins.

### Why rural Vietnam?

Rural Vietnam is becoming a very attractive market, not only for basic consumer goods, but for a whole plethora of products. Considering rural Vietnam is host to some 17 million available consumers who can afford branded products, have steadily increasing incomes, have a high share of wallet spend for major consumer categories, still lag behind in terms of penetration of many goods and services and are beginning to develop aspirational wants and needs, rural Vietnam looks to become the next major engine of growth for consumerism in Vietnam.

Compiled by TNS Vietnam



# Emerging Trends

**T**o understand the consumption philosophy of the Vietnamese, one must explore a labyrinth of attitudinal and behavioural structures, values and beliefs and a lifestyle in transition.

## Affordable and ...

Price is a major factor in the Vietnamese consumer's decision to purchase something. When a Vietnamese consumer has to choose between two products, he will select the one with a price he can afford, even if his real preference will have to take the back seat for the moment.

Quality and durability are also foremost in the minds of consumers and, along with other variables, are purchasing triggers. For instance, a warranty is linked to quality and genuineness. Manufacturers, therefore, wanting to appeal to this, should make sure that their authenticity seals are clearly stamped on their products.

Purchase decision-making processes naturally differ by category. Understanding the Vietnamese consumer's criteria base and process for a particular product is a critical piece of knowledge required to optimise marketing strategy.

### Brand conscious

Unlike in Western countries, the average Vietnamese family is a close-knit, eclectic collection of non-related friends and distant relatives. Over the years, the migration of Vietnamese, both within the country's borders and abroad, has been significant. Today most Vietnamese have family members in another part of the country or overseas, with the majority of 'Viet kieu' residing in the US, France, Canada and Australia. This has strongly influenced the Vietnamese consumer decision-making process and has prompted the evolution of a phenomenon not often seen in other countries - the development of a three-plus breadwinner family. This unique marketing concept, along with the introduction of over a thousand new consumer

products on the shelves every year, has turned Vietnam into brand goods minefield.

As a result of this growth of new products in the market, Vietnamese consumers are more brand conscious than ever before and are paying attention to product quality rather than just promotional offers. In the

past, only half of consumers considered quality as a product variable whereas today, almost all Vietnamese look for a quality label when they purchase goods.

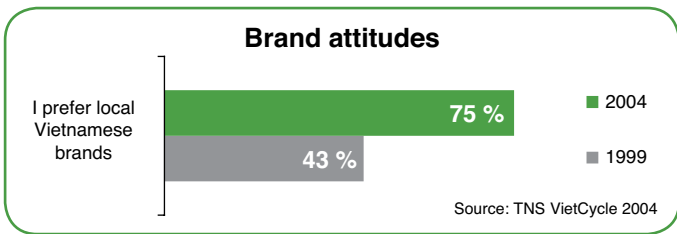
In a recent national 'well known brand' survey conducted in Vietnam, nearly half of the most recognised brands were local ones that hold a strong position in the Vietnamese mind. Though a survey of this sort may be

a relatively loose measure of the power of brands, it does serve to highlight that Vietnam is not a uni-dimensional market catering only to foreign brands. There are a wide variety of brands to choose from and more importantly, a number of decision-makers to target in every household.

### Sell an image or a way of life

Whilst not yet very sophisticated consumers, Vietnamese - especially wealthier urbanites - are clamouring for quality goods even if the cost

**"I always compare prices before purchasing"**  
**71% agreed with this statement**





is higher. The TNS Vietnam VietCycle Brand Attitudes Survey reveals that 86 per cent of urban Vietnamese are willing to pay for quality products and with multi-national food companies leading the way in several markets, many more Vietnamese are beginning to recognise a brand as a promise or an image they can identify with.

To understand the impact of brands and branding strategy in Vietnam, the country's dominant demographic segments need to be acknowledged. Three quarters of Vietnamese live in rural areas, and although this large and mostly poor demographic has a very different attitude towards brands than their urban counterparts, branding nevertheless can have an influence. For instance, at a rural wedding, men will smoke branded cigarettes and drink branded beers and spirits, demonstrating the perceived value of premium brands for consumption on special occasions, something which is true across all sectors of society.

By contrast, urban consumers in Hanoi and Ho Chi Minh City are rather more brand savvy. Nokia, Cartier, Mercedes Benz and Heineken are all considered expensive luxury brands and are appreciated for their quality and the image they convey. The desire of Vietnam's 20 million urban consumers to differentiate themselves from others in society through use of brands is an evolving phenomenon. Although the Vietnamese continue to show humility with regard to wealth, they do use brands to demonstrate success.

### Consider gender and age too

Gender is a key determining factor driving the power of brands in Vietnam. For the first time, women are making their own money and

taking up senior positions in local and foreign companies. Although brands are important to them these career women are more interested in product efficacy than the brand image. Men, on the other hand, seem to be more driven by the 'badge' of a brand and the need to express their aspirations and success through products.

Age is also a crucial consideration when developing a promotional strategy for goods or services in Vietnam since half the population

is under the age of 24 - barely the age of a financially empowered consumer. But with the introduction of a capital market economic policy in 1989 and the reform of the country's entire education, economic and social system in a bid to meet the challenges of entering the

global economy, these young, aspiring consumers are keener than most to accept new ideas and concepts.

### Trying is believing

Despite these changes in demographics and attitudes, Vietnam's traditional belief in taking time over things that are important is manifesting itself in the gradual evolution of its consumer economy.

**Vietnamese**  
use brands to demonstrate  
success.

Vietnamese and brand relationship according to gender.	
Women	Men
Product efficacy above image of brand.	Express their aspirations and success.

Source: TNS Vietnam 2006





# Oral care

## Re-Inventing Toothpaste

**T**oothpaste is not yet a mature category in Vietnam, however the sales increase witnessed in this category over the past five years is rather limited and mainly due to organic growth (increase in population and migration effects). The future success of this category will rely on the ability of the manufacturers to increase individual usage and to develop more added-value products.

While still limited to a three per cent growth in volume last year, this category shows today some signs of ebullition, and the ground for an imminent take-off in this category is already set.

With an average urban consumption per capita of toothpaste of 370 grams per person per year in urban Vietnam, and in comparison with neighbouring Asian markets like China, it is foreseen that this category still holds important potential.

Looking closer at the average consumption per family, the situation is very different among cities. In HCMC and Ha Noi, consumers use around 370 grams of toothpaste per year - higher than in Thailand and in the Philippines, but still lower than in Malaysia, China and Taiwan - Da Nang and Can Tho are still immature markets for toothpaste given their lower consumption per capita, which is around 245 grams per year.

### Consumer education

Leading manufacturers and oral care professionals, therefore, share the same challenge in Vietnam: consumer education on oral hygiene. Dental care education should definitely start with mothers who are traditionally responsible for the well-being of all family members and would have direct influence on daily oral care routines and habits, besides being the main purchase decision makers when it comes to oral care products.

In addition, usage increase, as well as brand recommendation, can be leveraged through dental professionals who play a significant role when it comes to oral-hygiene education, especially in urban areas. However, their influence is rather limited in rural areas or less urbanised centres where people rarely visit dentists for routine check-ups, only visiting when they have serious dental problems.

## From paste to gel, whitening and freshness

After years of using traditional paste, consumers are eagerly trying new types of toothpaste, helping this market to upgrade in terms of value. If paste traditionally monopolised the market, gel - thanks to numerous launches - has now been adopted by quite a significant portion of the urban population, and has witnessed massive growth over the past few years. This type of product is booming across Vietnam, gaining ground across all channels and buyer profiles. Ha Noi is the key region for gel, but Ho Chi Minh City is catching up with a growth rate of 63 per cent.

But this market is not only changing in terms of product format, since new benefits are now brought to the end-consumers. If anti-cavity used to be the key variant in this category, it is now losing importance at the expense of natural ingredients such as peppermint or green tea, and towards cosmetic functions such as whitening

per pack). The bigger pack trend was initially driven by Unilever with PS, later followed by other manufacturers, and now takes place across all channels and regions. However, if today big pack size controls up to half of toothpaste volume sales, small and medium packs are essential to address the need of low-end markets such as Da Nang and Can Tho.

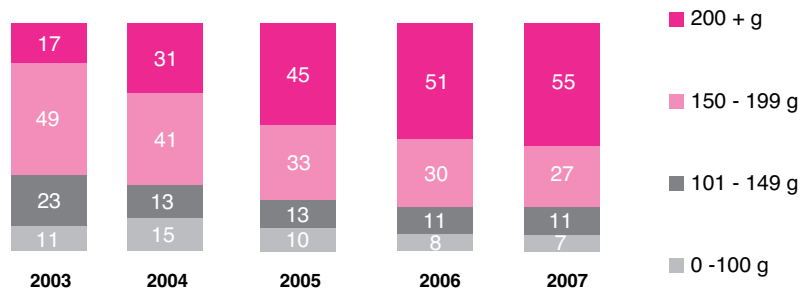
## Polarisation

In most FMCG categories, a polarisation

'triple white', among others. Most premium variants come in gel format and in pack sizes no bigger than 200 grams. The premium image is enhanced with shimmering packaging where silver colour is a must!

This premium segment is dominated by Close-up and Colgate ICM. Aquafresh, Crest, Darlie and Twin Lotus, Sensodyne, as well as the newly launched P/S Center Fresh, are some of the small challengers also present in this segment.

Pack size in volume share (%)



Source: TNS Worldpanel Vietnam 2007

and freshness. Compared to other Asian countries, the "whitening" segment attracts the most number of buyers in Vietnam and continues to grow with a three-point gain year on year.

However, basic toothpaste (mainly anti-cavity paste), usually sold at a competitive price, still dominates the market, especially in central Vietnam and Mekong Delta cities where income per capita is still low.

In light of the importance given to children in the Vietnamese culture, it is quite surprising to note that toothpaste for kids has never exceeded a two-point share during the past four years. This gap surely represents a huge opportunity for the manufacturer who will be able to find the key to address this specific population need.

## From medium to big

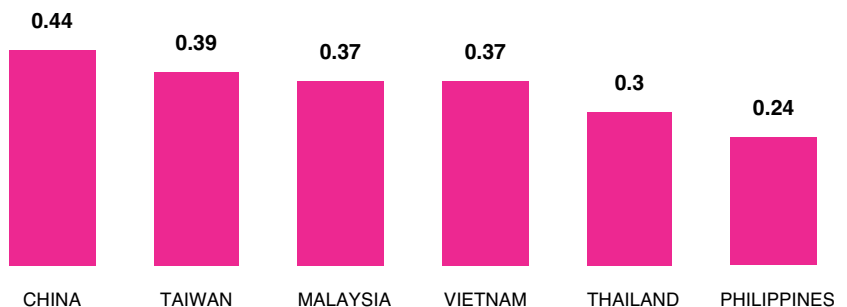
Medium pack size used to be the heavy seller in 2003. Since 2004, it has been decreasing continuously, stepping aside for the bigger pack size (more than 200 grams

trend between "premium" and "value for money" products can be noticed. A similar trend can be found in the toothpaste category. "Premium" toothpaste offers to the end-consumer a superior solution for their oral care and is usually 30 per cent more expensive than the market average. Consumers are ready to pay for higher prices since these variants promise advanced cosmetic benefits such as 'full fluoride protection', 'triple protection' and

With regard to marketing activities, this premium segment gets the support of attractive consumer promotions targeting young urbanites such as offering perks like MP3 players as rewards, or marketing campaigns with endorsements from trendy Korean actors.

The premium trend is more developed in Ha Noi where premium toothpaste accounts for 38 per cent sales volume. However, HCMC

Average volume per capita (kg) - 2006



Source: TNS Worldpanel Vietnam 2007

is catching-up fast and the latest new launches have witnessed acceptance from young wealthy consumers.

### Different regions, different ways

When it comes to toothpaste, Ha Noi consumers are quite different from their counterparts from Ho Chi Minh City, Da Nang or Can Tho. Veering towards luxury products, Hanoians are known as 'cherry pickers', and prefer natural ingredients as well as freshness. The street shops next to their houses are still their favourite shopping places. Promotional sales, however, do not impact them as much as in the other three regions.

On the other hand, toothpaste shoppers in Ho Chi Minh City are 'rational consumers' and heavier buyers of the category - thanks to higher shopping frequency and higher amount spent per trip. As a result, big pack sizes are mainly driven by these consumers. By extension, the modern trade is growing the fastest in selling toothpaste in HCMC versus other areas.

promotional volume sales represent quite a large proportion of total sales: defensive and offensive promotions in different forms have been the trend of sales campaigns of the two top

manufacturers in the toothpaste market. Lately, however, manufacturers are apparently letting go of promotions as a sales strategy. Promos have slowed down from 35 per cent in 2004 to 21 per cent in 2006. Promotional sales activities were usually undertaken in modern trade and accounted for nearly half of this channel's volume sales in 2006.

## MAJOR Players \* Toothpaste

COLGATE PALMOLIVE: Colgate  
\* TWIN LOTUS: Twin Lotus \*  
UNILEVER: PS - Close Up \* GSK:  
Aquafresh \* PROCTER & GAMBLE:  
Crest

### Stick to the traditional trade

The street shop is the key channel for toothpaste distribution. It represents 52 per cent of toothpaste volume sales in the four key cities of Vietnam and is also increasing the fastest. Given the nature of the category, toothpaste manufacturers should still focus on traditional trade; however, as in all other categories, modern trade is growing significantly as a major distribution outlet.

Compiled by TNS Worldpanel Vietnam.

### Defensive and offensive promos

The Vietnamese toothpaste market is controlled by two key players: Unilever (PS and Close-Up) and Colgate Palmolive. These two manufacturers capture nearly 90 per cent of market volume sales. Unilever mainly targets the mainstream consumers while Colgate is more focused on the premium buyers.

Competition in this market relies a lot on promotional activities and product innovations.

In terms of innovations, there were eight new variants and 26 new pack sizes introduced in the market in 2006. All innovations of Colgate in 2006 focused on the gel segment, with emphasis on natural and fresh breath while Unilever mainly stuck to the mainstream market, lately showing some signs of upgrading gradually to premium.

Toothpaste is one of the categories whose

## Oral care in a few words...

Whitening |  
Herbal | Propolis  
| Freshness  
| Menthol  
| Calcium |  
Antigerm |  
Green tea | Salt |  
Lemon | Natural  
Ingredients |  
Kids | Anticavity |  
Multi-benefit



# IMAGINE

A place in Vietnam where.....

A child dies before her fifth birthday because she has no access to safe water and hygienic latrines....

A child is undernourished as a result of chronic diarrhea because he cannot wash his hands before eating...

A child feels too weak to concentrate in school and learn well, as a result of parasitic infections...

This is still reality in some places in Vietnam  
Ninh Thuan province is one of them.

## Growing up in Ninh Thuan province

Daily challenges for a child:

A baby born in Ninh Thuan is two times more likely to die during or immediately after birth, and a child growing up in Ninh Thuan is two times less likely to reach their fifth birthday (compared with national averages).

One out of every three children is underweight in Ninh Thuan.

Two-thirds of Ninh Thuan's population has to live without access to safe water – and there are still places in the province where people have no access at all.

In most remote places, only one out of every four households has access to a hygienic latrine.

Nearly half of all schools in Ninh Thuan do not have access to water and sanitary facilities.



## UNICEF's ACTION

To ensure that no child is left behind  
... Child Friendly Provinces

Ensuring that the commune health station is well equipped and has trained staff. That there is safe running water, and each household has access to proper toilets. That children go to kindergartens which are safe, fun and stimulate learning; that boys and girls enter and finish schooling, and that the community has systems to prevent exploitation of children and can offer protection when children are in need.

UNICEF will work with provincial authorities to demonstrate that with appropriate assistance at different stages and levels, children's overall welfare can be improved and the most marginalised children can be reached.



To make Ninh Thuan a province fit for children  
...Water and Sanitation in Schools

Working with Ninh Thuan provincial authorities, UNICEF aims to provide a safe water supply and access to hygienic sanitation facilities in schools, and encourage better hygiene practices and environment protection.

Key activities include:

- Supporting construction of child-friendly water supply and sanitation facilities – enough for boys and girls
- Teachers guidebooks for hygiene education for school children
- Supporting water supply and sanitation facilities for the communities – mainly rural remote and ethnic minority communities, and the respective commune health station
- Promote hygiene education on key hygiene and sanitation practices for better protection and care of children.