

Exporting Cosmetics and Personal Care Products to Viet Nam

7 October 2026

BUSINESS GROWTH SERVICE

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Agenda

1. Welcome and Introduction
   Johanna Irigaray, Senior International Affairs Manager, CTPA
2. Vietnam Cosmetic and Personal Care Products Market Overview
   Rizwan Khan, Managing Partner, Acclime Vietnam
3. Vietnam Routes to Market for Beauty and Personal Care
   Tran Phuong Mai, ASEAN Cosmetics Association (ACA) President
4. How UK Trade Agreements Can Support Your Export Journey, And Export Support Available On The Ground
   Alexandra Smith, Country Director, BIST Vietnam
5. Q&A and Closing Remarks

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Speakers' profile.



RIZWAN KHAN
Managing Partner

Rizwan has over 28 years of experience in diversified industries and has worked with international companies in Vietnam for over 18 years in corporate services, education and manufacturing sectors. He is a seasoned professional with a solid education background, having several qualifications from USA, UK, Australia and Pakistan in accounting, audit, finance, company secretary, cybersecurity and data privacy, to name a few.

- Held key roles as C-Suite executive especially as CFO and CIO
- Trained in supply chain management, lean six sigma and ISO implementation
- Distinguished speaker at international conferences, focusing on the intersection of technology, accounting, and finance
- Elected as the founding president of the IMA Vietnam Chapter, 2018-22.
- Actively involved in academic lecturing and professional training.

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Agenda.

1. Vietnam economy overview - 9 months of 2026
2. Current market trends and competitive landscape
3. What product categories are growing fastest
4. Distribution infrastructure: online & offline
5. Key consumer demographics and purchasing behaviour
6. Key opportunities & challenges for UK brands and emerging trends

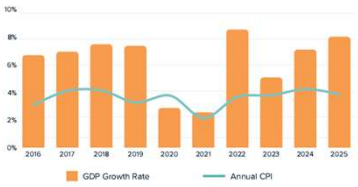
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Vietnam economy overview - 9 months of 2026.

GDP

An 8% GDP growth rate is a familiar headline. GDP growth rate in the first 9 months of 2026 is 9.01%

Figure 1: GDP growth rate & CPI 2016-2025



Source: NSO

Final consumption	Capital consumption	Export of goods and services	Import of goods and services
8.51%	17.88%	21.29%	27.19%

Sources: NSO

FDI

50.36 billion USD Registered FDI ▲ 76.4% (YoY)

- Manufacturing and processing led with 13.38 billion USD, followed by transport and storage with 5.14 billion USD.
- Top 5 investors:

Merchandise trade

Export	Trade deficit	Import
US$ 434.3B ▲ 24.5%	< US$ 19.42B	US$ 453.7B ▲ 36.7%

Price index

CPI increased 4.52% YoY, while core inflation rose 4.26%

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Current market trends.

Facial Skincare ▲ 28% QoQ

#Dominant Core Category

(45% of the total BPC market share in Vietnam)

Clinical and specialized skincare categories are driving the growth. Anti-aging products grew by +49.9% YoY, while Barrier Repair & Sensitive Skincare surged by +43.8% YoY.

Haircare & Scalp Care

#Fast-Growing Frontier

Scalp Serums, Hair Loss Treatments, and Anti-dandruff solutions are outperforming traditional shampoos and conditioners, shifting the category toward premiumization.

Color Cosmetics

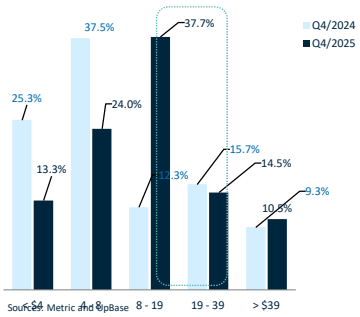
#Hybrid & Functional Shift

Shows slower growth compared to Skincare. Growth is concentrated in Hybrid Makeup sub-categories (lightweight serum foundations, tinted lip oils, and long-wear oil-control cushions).

Shift from Volume-Driven to Value-Driven Growth:

- While total market revenue grew by ~23% – 30%, overall unit sales volume only increased by ~9%.
- The Average Unit Price (AUP) across the BPC rose by 13% to US$ 7.4/ product

Revenue share by Price Band



Sources: Metric and BpBase

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The competitive landscape.

Local brands lead in nature-inspired skincare, but multinational brands continue to dominate high-value treatment categories through stronger scientific and technological credentials.

Multinational companies

Vietnam is currently a strong distribution and consumption market for premium beauty brands, while serving as a manufacturing base mainly for high-volume personal care products.

ESTĒE LAUDER · L'ORÉAL GROUPE · Unilever · SHISEIDO · AMOREPACIFIC · Beiersdorf · P&G Procter&Gamble · ROHTO · GALDERMA · LG Household & Health Care

Domestic brands

Vietnamese brands have carved out distinctive positions by leveraging locally sourced ingredients, natural formulations and a deep understanding of Vietnamese consumer preferences and skin concerns.

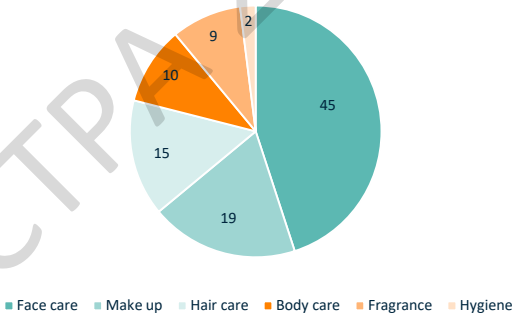
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Sources: Acclime's industry report – Vietnam's Beauty and Personal Care Market Playbook

What product categories are growing fastest.

Face Care dominates the market with a 45% share, well ahead of Make-up (19%) and Hair Care (15%), reflecting strong and enduring consumer demand for skincare products.

Market share by segment in the Beauty & Personal Care industry (%)



Key highlights

- Serums, moisturizers, and facial cleansers take up the biggest market share
- Product lines from international cosmeceutical brands, premium brands, and local brands are on the rise
- Clean beauty is one of the fastest-growing segments, with Cocoon delivering exceptional growth of 202.8%
- Hair care is gaining momentum, driven by demand for premium solutions targeting hair loss and scalp health

Note: Data from e-commerce platforms including Shopee, Lazada, TiktokShop from October 1, 2024 to December 31, 2025

Sources: Metric and UpBase

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Distribution infrastructure.

Navigating Vietnam's evolving omnichannel landscape

E-Commerce dynamics.

Beauty leads online spending
(14% of total e-commerce value)

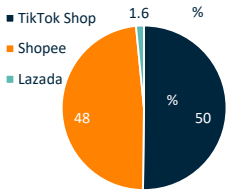
US$ 2.83 Billion

Vietnam's online BPC market in 2025
(+30% YoY growth)

Shoppers pay more for authenticity

- Official Malls generated 64% of online beauty revenue (+36% YoY).
- Consumers willingly pay a ~60% price premium on Mall stores for anti-counterfeit protection.

TikTok Shop & Shopee dominate the market



TikTok Shop
It operates as a "content platform that sells," leveraging video demonstrations, livestreams, and affiliate creators.
Mall Commission: 18%

Shopee
acting as a search-driven "marketplace that added content."
Mall Commission: 16.5% - 20.8%

Operational & Taxes: 6% transaction fee + 1.5% tax withholding (Decree 117) + optional program fees (Voucher/Freeship Xtra).

Sources: Metric and UpBase

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Distribution infrastructure.

Navigating Vietnam's evolving omnichannel landscape

Offline retail channel shifts (Urban vs. Rural)

Urban (Top 4 Cities)

Traditional street shop market share projected to reach 43% by 2026.

Replacement Drivers: E-Commerce, Minimarkets, Specialty Chains.

Rural

General trade street shops maintain firm control over
71%–73% of rural value share across Vietnam's provinces.

Key Channel: Local stores remain essential for mass reach.

Strategic imperative: The optimal hybrid entry model

Offline for trust & trial
Physical presence in health & beauty specialty chains (Hasaki, Guardian, Watsons), modern pharmacy chains, and department store counters remains indispensable for hands-on product trial, professional skin testing, and building foundational brand credibility.

Online for scalable high-margin growth
Social commerce platforms (TikTok Shop and Shopee Mall) enable rapid customer acquisition and volume scaling without heavy physical overheads.

Go-To-Market execution
Secure selective listings in Modern Trade (MT) and specialty retail to anchor brand authority, while driving high-volume, high-margin sales through official e-commerce Mall stores.

Source: Worldpanel by Numerator

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Key consumer demographics and purchasing behaviour.

Macro spending power expansion:

US$ 5,026
GDP per Capita in 2025 (+7% YoY growth)

80M
Consumer Population Scale projected by 2030

Core Segment Dynamics:

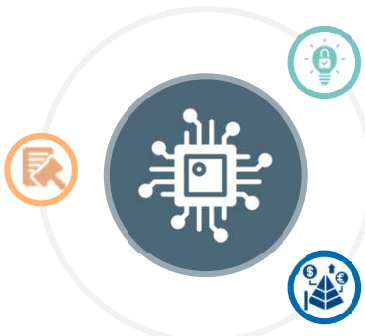
	Gen Z	Millennials (U40)
Core Skin Concerns	Acne care, Brightening, Clean-label makeup, Oil control	Preventative anti-ageing, Barrier repair, Pigmentation, Lifting
Purchase Triggers	Viral TikTok trends, KOC reviews, Entry trial pricing	Clinical proof, Dermatologist validation, Proven ingredient concentration
Brand Loyalty	Low (High switching rate / Trend seeker)	High (Repeat buyer once efficacy is verified)
Price Sensitivity	High price sensitivity; heavily concentrated in the Lower Mid-Tier (~US$ 6–11).	Medium-to-low price sensitivity; dominates the Mid-to-High Tier (~US$ 11–27+).
Channels	*TikTok Shop (Social Commerce), Shopee*	*Shopee Mall, TikTok Mall (Strictly Official Stores), Health & Beauty Retail Chains (Hasaki, Guardian, Watsons)*

Key consumer demographics and purchasing behaviour.

How are consumers changing their purchase behaviour?

Category growth follows the same treatment logic

Anti-ageing serums grew 49.9% YoY, while sensitive-skin products grew 43.8%. Demand is shifting toward specific skin concerns and early anti-ageing, including among younger consumers.



Prioritise products with clear efficacy and benefits

84% prioritise transparent ingredients, while 82% seek long-term results. 71% follow multi-step routines, showing stronger demand for products with clear benefits.

Social proof does the converting

KOC/KOL reviews, community recommendations and peer experiences increasingly influence purchase decisions, alongside recommendations from friends and family.

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Key opportunities & challenges for UK brands.

Opportunities

1. **Tariff elimination via UKVFTA & CPTPP agreements**
   - Tariffs on major consumer categories (Perfumes, Skincare, Oral Care) drop to 0% by 2027.
   - CPTPP removes the Economic Needs Test (ENT), streamlining retail outlet expansion for UK investors.
2. **High brand equity in clean & ethical beauty**
   - UK brands hold high equity in dermatological efficacy, cruelty-free credentials, and clean formulations.
3. **Demographic tailwinds & self-care premiumization**
   - Smaller nuclear households and rising disposable incomes drive higher per-capita spend on targeted skincare and anti-aging.
4. **Social commerce acceleration**
   - TikTok Shop and Shopee Mall enable digital-first entry, using KOC affiliate networks to bypass costly traditional retail.

Challenges

1. **Strict rules of origin (RoO) verification**
   - 0% preferential tariffs require precise HS code classification, direct consignment, and strict origin compliance.
2. **Tightening product quality & regulatory compliance**
   - Decree updates mandate pre-market PMN registration, certified facility CGMP compliance, and full technical Product Information Files (PIF).
3. **Intense competition from Asian & domestic players**
   - Fierce rivalry from agile Asian (Japanese, Korean) and local brands with with fast product launch cycles, price edge, and aggressive social marketing.
4. **Channel fragmentation & gray-market risks**
   - Managing specialty chains (Hasaki, Guardian) alongside general trade, while combatting unofficial cross-border gray-market goods.

Emerging beauty and personal care consumer trends.



Dermo-cosmetics & clinical validation.

Moving from basic ingredient awareness to demanding scientific, clinical proof.
Driver: Rising urban pollution and sensitive skin concerns boost demand for dermatologist-backed dermo-cosmetics.



Preventative & early anti-ageing.

Anti-ageing entry age has dropped below 25–30.
Driver: U30 consumers embrace "pre-ageing" habits, adopting low-dose Retinoids and Peptides early.



Neuro-cosmetics & wellness.

Convergence of skincare with mental well-being and stress relief.
Driver: Skincare is treated as a stress-relief ritual, fueling demand for mood-boosting, adaptogen-infused formulas.



Hybrid beauty ("Skinified makeup").

Blur between color cosmetics and functional skincare.
Driver: Consumers seek multi-functional makeup enriched with Niacinamide, Hyaluronic Acid, and SPF.



Biotech & sustainable formulations.

Evolution of clean beauty into microbiome-friendly and biotech formulations.
Driver: Demand for vegan, eco-friendly, and bio-engineered ingredients without compromising potency.

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Discover our latest industry report.



Our industry report can help you:

- See where demand, pricing and channel share are moving in Vietnam
- Understand cosmetics notification, licensing and e-commerce obligations
- Compare entry routes from distribution through to incorporation

Download report

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Our business is advancing yours.

Acclime provides a comprehensive range of professional services and business advisory to help businesses navigate complex regulatory environments and achieve their goals at all stages of the business life-cycle.



Acclime at a glance.

International reach.
Operations spanning 20 markets, with expertise in local and international services.

Technology-driven.
Our solutions integrate directly with all industry leading, best-in-class software.

Expert team.
Over 2000+ professionals delivering customised, high quality services.

Recognised leader.
Consistently ranked among the top professional services firms in Asia-Pacific.

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- Singapore
- South Korea
- Taiwan
- Thailand
- UAE
- USA
- Vietnam
- Laos
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Vietnam

As a part of Acclime Group, Acclime Vietnam is a leading provider of professional accounting, tax, payroll, compliance, company establishment and advisory services in Vietnam.

400+ Staff

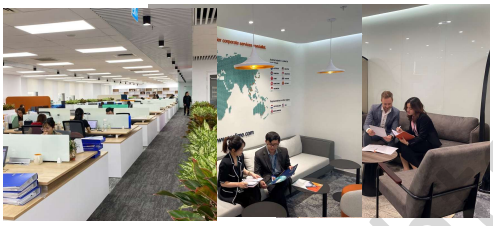
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Acclime Vietnam. Corporate Services

Whether you are expanding or already operational, with our full range of corporate services, we will guide you every step of the way through the business lifecycle.

START YOUR BUSINESS

Market entry & licensing

Entry planning
- Feasibility study and market review
- Business plan & financial feasibility assessment
- Entity structuring and transaction support (single or multi-country)

Formation structuring
- Onshore/offshore structuring
- Company establishment
- Investment and business licences
- Bank account opening
- Trademark registration

MANAGE YOUR BUSINESS

Operations & Compliance

Accounting & Finance Operations
- Bookkeeping & Financial reporting
- Chief Accountant
- VAS and IFRS/group reporting
- AP & AR Management
- Cash Flow Support
- Outsourced Finance Function

Tax services
- Tax compliance
- Transfer pricing
- Global Minimum Tax (Pillar Two)
- Tax Incentives & Advisory

HR outsourcing
- Payroll compliance
- HR advisory and consulting
- Staffing services (PEO/EOR)
- Work Permit, visa and temporary residence card

Corporate governance
- Corporate secretarial services
- Personal data privacy compliance
- ESG consulting

OPTIMISE YOUR BUSINESS

Strategic Growth & Transactions

Transaction advisory
- Due diligence
- Valuation
- Sourcing potential buyers/investors
- Deal structuring

Pre-deal, post-deal and integration
- Compliance review
- Virtual CFO
- Financial advisor to board

Corporate restructuring
- Early stage-crisis management
- Turnaround management/restructuring
- Bankruptcy & liquidation

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Thank you.



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Vietnam Routes to Market
Beauty & Personal Care

Tran Phuong Mai
ASEAN Cosmetics Association (ACA) President

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VN Routes to Market
Beauty & Personal Care

Tran Phuong Mai
President
ASEAN Cosmetics Association

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AGENDA

01 VN Beauty and Personal Care market

02 Challenges/ Threats

03 Opportunities/ Route to market

04 Regulatory Development

05 Business consideration/ lesson learnt

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01

Viet Nam
Beauty & Personal Care Market

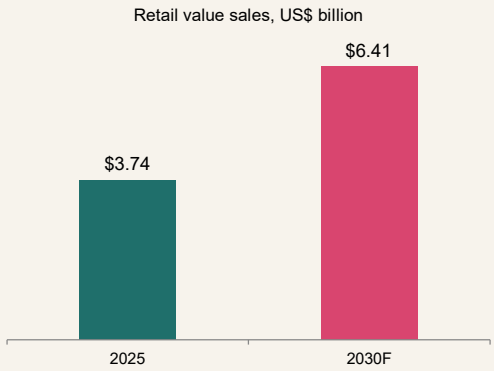
25

Vietnam beauty and personal care market: attractive growth

8.02%
2025 retail value sales
+8% current value growth

11%
Forecast 2030 retail sales
11% current value CAGR

Population
About 102m today, reaching 104m by 2030.

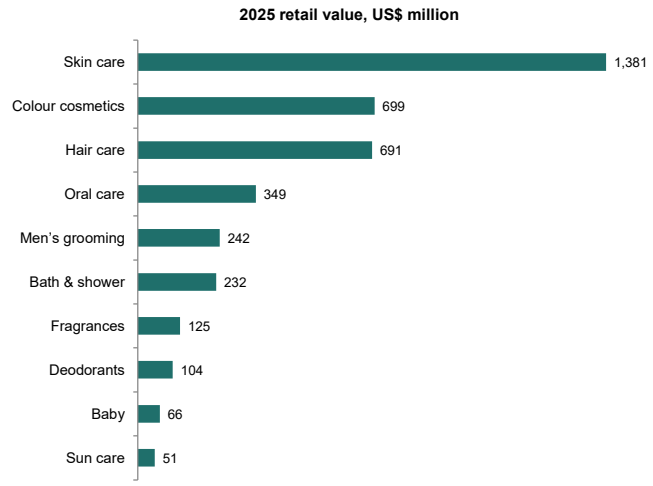


Source: Euromonitor International, Beauty and Personal Care in Vietnam (May 2026).

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Quick scan on VN BPC market



+16%

Sun care, fastest-growing 2025 category

+12%

Skin care, largest category, grow +12% in 2025

Source: Euromonitor International, Beauty and Personal Care in Vietnam (May 2026).

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Viet Nam
Challenges/ Threats for BPC market

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The biggest challenges

Currency & import cost pressure

With ~90% of cosmetics sold in Vietnam imported or foreign-owned, currency volatility heavily impacts business result.

Energy & logistics cost rise

Fuel prices rose sharply in 2026 , RM cost, packaging cost, warehousing, logistics cost rise.

Inflation near the policy ceiling

Vietnam H1 2026 CPI reached +4.38%, tightening household budgets and squeezing brand margins.

Severe competition-Counterfeits & grey-market goods

Widespread unauthorized imports and fakes undercut official distributors, cross border products.

Rising platform costs

Marketplace fee increases on Shopee and TikTok Shop compressing seller margins.

Regulatory/ compliance re-enforcement/Tax

Post market audit re-enforcement, new VAT law, mandatory e-invoicing, stricter e-commerce tax control, 20% US tariff applied from Aug 2025

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03 OPPORTUNITIES & Route to Market

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Demand: more demand

11% CAGR — **Stronger beauty demand**

Value +8% in 2025 and forecast to reach about US$6.4bn by 2030 as incomes and urbanisation rise.

102-104m people — **Increasing, young population**

Young and increasing population with strong beauty awareness ; Gen Z drives affordable make-up and digital-first launches.

13% CAGR — **Science-backed products**

Skin care is growing on consumer knowledge and demand for science proven evident.

~US$221m — **Wellness and prevention**

There is a shifting to wellness and preventive care (oral care) as latest demand from both young and aged consumers

Sources: Euromonitor, Beauty and Personal Care in Vietnam (May 2026).

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Supply: channels and premium products

22% share — **E-commerce and social commerce**

Online sales grew 25% in 2025. TikTok content seeding drives rapid

~US$1.1bn — **Premiumisation**

Premium skin care is forecast at this level by 2030; shoppers upgrade to gentler, more functional products.

15% CAGR — **Multifunctional products**

High demand for multifunctional products; multifunctional sun care is the fastest-growing category.

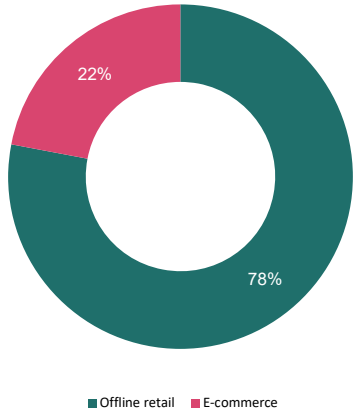
Winning innovation: safe for consumer, regulatory compliance, multifunctional, proven efficacy.

Sources: Euromonitor, Beauty and Personal Care in Vietnam (May 2026).

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Routes to market



1 **Offline specialists & modern grocers**

Trust, trial and advice; 33% of value via health and beauty specialists.

2 **E-commerce & social commerce**

Fastest-growing channel, +25% in 2025, led by TikTok Shop, Shopee, Lazada.

3 **Omnichannel partnerships**

Retail tie-ins, pop-ups and loyalty programmes that join online and offline.

Source: Euromonitor International, Beauty and Personal Care in Vietnam (May 2026).

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VN Market entry models

	Entry model	Investment	Speed	Control	Margin	Regulatory Burden
1	**Import/ Local Distributor**	*Low*	*Fast*	*Low*	*Low-Medium*	*Low*
2	**Local Subsidiary/ Establish VN company**	*High*	*Medium*	*High*	*High*	*High*
3	**Direct E-commerce**	*Low-Medium*	*Fast*	*Medium*	*Medium*	*Medium*
4	**Local Contract Manufacturing (ODM/OEM)**	*Medium-High*	*Medium*	*High*	*High*	*Medium-High*
5	**Hybrid**	*Medium*	*Medium*	*High*	*High*	*Medium*

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04 REGULATORY DEVELOPMENT

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Current Cosmetic Legal Framework

Key cosmetic regulations

- **Circular 06/2011/TT-BYT** *(Main regulation)*
- **Circular 34/2025/TT-BYT** *(Amendment for Circular 06)*
- **Decree 93/2016 & 117/2020/ND-CP** *(mainly for manufacturing conditions)*
- **Other general regulations: Advertising regulation, Good quality management…**

Key requirements

- Product Notification
- PMS (Post Market Surveillance)
- Product Information File
- Manufacturing/ GMP
- Labelling
- Safety and Quality Management.
- Claim guidelines
- Contamination guidelines.
- Sunscreen guidelines.
- Adverse Event report
- …

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COSMETIC DECREE DEVELOPMENT

ASEAN Cosmetics Association

Draft version	**>20 versions**
WTO Notification	**3**
Workshop	**2** Ha Noi and HCMC
Meetings	**Many** Industry Representatives in Drafting Committee
Review at Ministry of Justice	**3** With all relevant Ministries

Latest version received this week dated 17th September

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Inputs have been submitted from many TAs

ASEAN Cosmetics Association

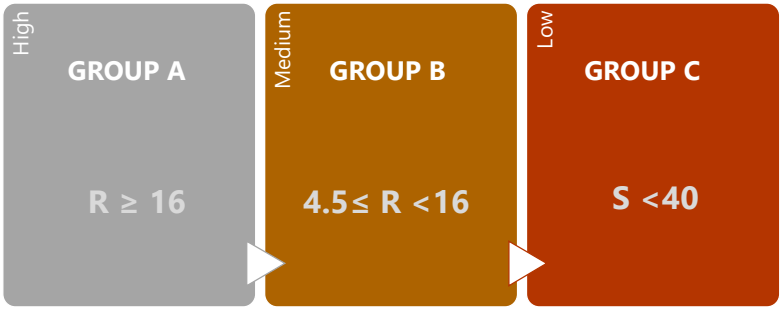
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Latest Cosmetic Decree Draft (dated 17th Sept 2026)

Cosmetics will be divided into 3 groups based on risk classification



RISK CALCULATION:

R = k x C x P
R: the total risk level score

C: the level of impact, k: impact coefficient, **P:** likelihood of occurrence.

Note:

- Cosmetic product types with specific high-risk characteristics (leave-on products for children aged 03 years or under with special functions; products used on sensitive mucosal areas) will be classified in Group A directly.
- Group A will be prioritized for PMS (Notification assessment, PIF extract submission, audit, submit batch data record to government system…)

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PRODUCT NOTIFICATION

ASEAN Cosmetics Association

Timeline: *3 days acknowledgement – Verification process will be done later*

No	Notification Submission	
1	Notification form	
2	Authorization letter	
3	Proof of CGMP compliance (imported)	New
4	Products Specification	New
5	CFS for imported products (except for exempted cases)	

CFS exemptions:
1. Products produced in ASEAN or have been notified legally in ASEAN countries.
2. Products produced in the countries that VN has agreement for CFS exemption (such as CPTPP countries)
3. Products produced in a CGMP complied factory and has obtained Notification/ registration number then can be circulated legally in manufacturing or exporting countries.

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ASEAN LABELLING REQUIREMENT

No	Mandatory information
1	***Product Name***
2	*Instruction for use, unless it's clear from the product presentation*
3	Full ingredient listing.
4	Country of Manufacture
5	*Name and address of responsible company/ person.*
6	Content given by weight or volume.
7	**Batch number**
8	Manufacturing or expiry date (Exp date is compulsory for SL <30 months)
9	*Special precaution*

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PIF (PRODUCT INFORMATION FILE) EXTRACT

1) The safety assessment report and documents relating to the signatory of the report;
2) Finished-product quality data, including standards, limit values, and test methods under Part III of the PIF;
3) Summary of the manufacturing process;
4) Label or label design sample;
5) Summary of data substantiating for product's functions/claim

Requirements:

- Company to submit PIF extract within 10 days on request
- Focus for PIF Extract submission:

a) Group A products included in the annual inspection plan, subject to safety warnings, substantiated complaints or denunciations, or signs of violation;
b) Products of establishments on the Key Control List;
c) Products showing signs of violation or currently subject to safety warnings

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ASEAN PIF REQUIREMENTS

Manufacturer must ensure to compile full PIF for each cosmetic products and ready to transfer to distributors for presenting to local authority on request *(Refer to ASEAN PIF guideline)*

ASEAN Product Information File: 4 PARTS

Part 1. Administrative & Product Summary
- Product Notification
- POA/ CFS (where required)
- Formulation
- Product Label
- GMP Compliance Proof/ GMP Certificate .
- Batch Coding
- Safety Assessment Summary
- Summary of Claim Support

Part 2. Quality Data of Raw Materials
- Raw Material Specifications and Test Method for each RMs.

(For fragrance materials, specify the name and code number of the fragrance, name & address of the supplier, declaration of compliance with the latest IFRA guidelines)
- Safety Data of Raw Materials

Part 3. Quality Data of Finished Product
- Qualitative and quantitative formula including function of each ingredients.
- Manufacturing information including manufacturing process.
- Specification and Test Method of Finished Products.
- Product Stability Summary Report.
- Stability Test.

Part 4. Safety and Efficacy data
- Full Safety assessment signed + CV of safety Assessor.
- Adverse event Report.
- Claims' Substantiation

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05 BUSINESS CONSIDERATION/ KEY factors FOR SUCCESS

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Business consideration for entering Viet Nam

1	**Compliance is the entry ticket**	Safety Assessment, GMP Compliance, PIF readiness, product Notification number, complied labels, claims evidences...
2	**Online- offline combination**	Offline channels are core, online is driver for growth. Use social commerce to launch, specialists for trial.
3	**Win consumers' trust on products safety and efficacy with science proofs**	Safety, efficacy, science backed, multi function, information transparency.
4	**Value for money**	Distinguish between mass products vs premium, size, promotion.
5	**Flexible and resilient SC**	Diversify supplier/ alternative options, regional sourcing, agility in forecasting and inventory planning, digital Supply chain visibility, risk management
6	**Localise and partner**	Local inside, localize where fit, local partners, industry voice.

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LOCAL AND REGIONAL ASSOCIATIONS

ASEAN Cosmetics Association

VIETNAM ASSOCIATION OF OILS AROMAS AND COSMETICS
VIETNAM COSMETIC COMMITTEE

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How the Country Association and ACA help brands navigate

VIETNAM: VOCA

Vietnam Association of Oils, Aromas and Cosmetics — the national member body of ACA

- A direct channel to Vietnam's regulator (the Drug Administration of Vietnam) in regulation input and interpretation.
- Convenes members when new regulation or a market issue emerges, to align on a shared industry position
- Introduce trade fairs and industry events that connect local manufacturers with regional and global partners
- Feeds Vietnam-specific issues up into ASEAN-level technical discussions via ACA

REGIONAL: ACA

The ASEAN Cosmetic Association sits on the ASEAN Cosmetic Committee alongside every member state's regulator.

- Represents industry directly in ASEAN Cosmetic Committee (ACC/ACSB) meetings .
- Leads technical safety reviews of ingredients that feed regulatory decisions.
- Its work helps to harmonize technical requirements across ASEAN markets, advantage for regional market entry.
- SME capability building.

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ACA MEMBERS



ASEAN Cosmetics Association

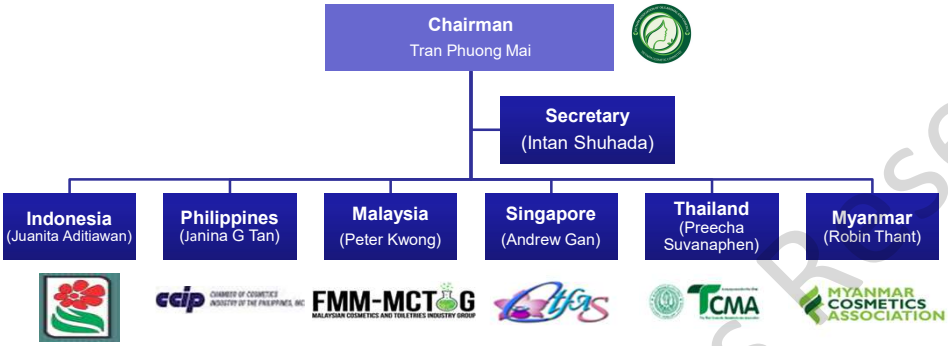
- *ACA members are ASEAN National Cosmetic Trade Associations.*
- ***Started in 2001**: 5 official members*
- ***Now:** 7 Official Members+ 6 Associated members.*

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ASEAN Cosmetics Association

ACA BOARD OF TRUSTEE



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THANK YOU

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III. Method for determining the values of C, k, and P

Each cosmetic product type shall be assigned a set of values C, k, and P based on the user group, site of use, method of use, scope and duration of exposure, and function of the product type.

1. Impact coefficient (k):
   a) k shall be 0.8 for product types intended for children aged 03 years or under; product types used on the mucosa of the eyes, nose, or mouth; product types containing ingredients likely to cause harm when improperly used, including oxidative hair dyes, thioglycolate, and eyelash growth stimulants;
   b) k shall be 0.5 for product types left on the facial skin, body skin, or lips of adults;
   c) k shall be 0.2 for product types used mainly on hair, body hair, or nails, or which are rinsed off;
   d) The value 0 shall not be used.

2. Level of impact (C):
   a) C shall be 5 for hair dye and hair color-changing products using oxidizing substances, and hair perming or straightening products containing thioglycolate;
   b) C shall be 4 for skin-whitening products; eyelash conditioning and eyelash growth-stimulating products; depilatory products; leave-on products for children; and aerosol products used on the scalp or nasal area;
   c) C shall be 3 for sunscreen products; leave-on eye-area makeup products; lipsticks and lip products;
   d) C shall be 2 for ordinary rinse-off products not falling under Points a, b, and c of this Clause.

3. Likelihood of occurrence (P):
   a) P shall be 4 for product types left on the skin, with wide-area exposure or prolonged exposure, and having an impact level of 4 or above;
   b) P shall be 3 for product types left on the facial skin, eye area, or lips, or used daily;
   c) P shall be 2 for product types that are rinsed off or not used frequently;
   d) Where there are no statistical incident data in Viet Nam, the value of P shall be determined on the basis of professional recommendations, technical annexes to the Agreement on the ASEAN Harmonized Cosmetic Regulatory Scheme, and product recall information in Viet Nam and abroad.

4. Where a product type has multiple characteristics, the set of values C, k, and P yielding the highest risk group result shall be selected.

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How UK Trade Agreements Can Support Your Export Journey, And Export Support Available On The Ground

Alexandra Smith
Country Director, BIST Vietnam

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UK brands in Vietnam

Jo Malone London · Penhaligon's · LUSH · The Body Shop · Baylis & Harding England · Faith in Nature · Batiste · Dr. PawPaw · femfresh · Unilever

Note: This is not an exhaustive list of UK brands in the market

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Vietnam market snapshot

8.02%
GDP Growth (2025)

102.3m
Population

£10.0 Bn
UK-Vietnam trade

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FTAs

HIGHLIGHTS

1. Total trade in goods and services between the UK and Vietnam was £10.0 billion in the four quarters to the end of Q1 2026, an increase of 8.8% from the four quarters to the end of Q1 2025.
2. Vietnam aims to be a high-income country by 2045 and achieve 10% growth in future years.
3. Key to Vietnam's growth has been its openness to international trade and investment. Currently concluded 17 FTAs including UKVFTA and CPTPP across 50 nations.

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UK-Vietnam: Trading Architecture

- **1973**: Established diplomatic ties
- **2010:** UK – Vietnam Strategic Partnership signed
- **December 2020**, the UK – VN Free Trade Agreement (UKVFTA) signed and provisionally applied.
- **May 2021**: UKVFTA entered into force
- **December 2024:** CPTPP entered into force offering the UK and Vietnam an expanded platform for trade liberalisation and market access, including bringing the UK into the Indo-Pacific supply chain
- **October 2025:** Comprehensive Strategic Partnership
- Annual commitments:
  - Joint Economic and Trade Committee (JETCO)
  - UKVFTA Trade Committee
  - CPTPP Ministerial and Official meetings



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UKVFTA & CPTPP: Broadening the gates for UK goods







The UK has 2 Free Trade Agreements (FTAs) with Vietnam:

1. The UK-Vietnam FTA which entered into force on 1 January 2021
2. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), a trade agreement including 12 countries (Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the UK and Vietnam).

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UKVFTA and CPTPP: Complementary market access for UK exporters

UKVFTA

- Tariff reduction: Preferential tariffs across a wide range of UK–Vietnam goods
- The trade deal includes commitments on rules of origin, customs and trade facilitation, food hygiene and safety, and on technical measures for trade and services, investment, trade defence, competition, state-owned enterprises, government procurement, and intellectual property.
- Established framework: Five years into implementation, so customs procedures, documentation etc have become established.

CPTPP

- Broader market access: Connects UK exporters to Vietnam and 11 other CPTPP markets, creating opportunities beyond the UK–Vietnam corridor.
- Tariff elimination: Over 99% of current UK goods exports to CPTPP members are eligible for tariff-free treatment, with some tariffs phased out over time. For Vietnam, CPTPP provides faster tariff elimination for some products than UKVFTA.
- Regional supply chains: Cumulation allows materials from CPTPP members to count towards origin requirements, supporting regional supply chains.

Choosing between the two

When exporting to Vietnam, UK exporters can compare the UKVFTA and CPTPP rules for their specific product, including tariffs, rules of origin and documentation, and use the agreement that best fits their shipment.

The UKVFTA provides the bilateral foundation for UK–Vietnam trade, while CPTPP adds wider regional market access and supply-chain opportunities

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Free trade agreements:

What does it change/ improve for exporting beauty and personal care goods to Vietnam

Tariff:
Reduced or eliminated tariffs on many UK exports to Viet Nam, improving competitiveness for British brands.

Non-tariff:

- Removal of Certificate of Free Sale (CFS) for cosmetics to CPTPP states
- The certification of origin (C/O) can be self-certified by the exporter, producer under CPTPP.
- More predictable and transparent customs procedures, including greater use of electronic documentation and measures to support faster clearance.
- More flexible rules of origin across CPTPP members
- Government-to-government engagement: CPTPP provides formal mechanisms for governments to raise and address market-access, implementation and regulatory issues.



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Examples of tariff reductions on UK imports to Vietnam in 2026

Product	MFN	UKVFTA	CPTPP
Eye make up and powders	22%	6.2% (0% by 2028)	0%
Lip make up	20%	5.5% (0% by 2028)	0%
Deodorants and soaps	20%	5% (0% by 2028)	0%
Shaving products	18%	5.5% (0% by 2028)	0%

Price Competitiveness
Tax savings under CPTPP allow importers to position UK brands more competitively against regional rivals

Higher Margins
Potential for better ROI for local distributors due to reduced trade barriers

These are just a sample of some tariff reductions on imports from the UK, and more reductions are available. All tariffs should be checked against the specific HS Code of the product you are looking to import from the UK.

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Trade policy work that builds a transparent, sustainable export market for UK business

1. Annual government-to-government dialogues: JETCO, the UKVFTA Trade Committee and CPTPP ministerial meetings
2. Monitoring UKVFTA and CPTPP implementation
3. Commentary on Viet Nam's draft cosmetics decrees, through WTO notifications and embassy-to-ministry engagement
4. Ad-hoc facilitation to resolve individual exporter issues as they arise





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Export Support Service for UK exporters

The UK Government's Export Support Service provides free and practical support to help eligible UK businesses explore, enter, and grow in Asia Pacific markets including Vietnam.

BUSINESS GROWTH SERVICE

Market Insights
Access **practical guidance** on routes to market, sector opportunities, and market conditions across Asia Pacific.

Networks
Explore opportunities to connect with **buyers, distributors, partners**, and relevant trade events across the region.

One-to-One Support
Work with **experienced advisors** who can help businesses understand local business environments and commercial opportunities.

Export Capability
Free webinars, export resources, and government support to help businesses build **confidence and capability**.

Scan the QR code to begin your enquiry

The service is designed for UK businesses with an existing UK offer, annual turnover of £500,000 or more, and the ambition and capacity to grow internationally.

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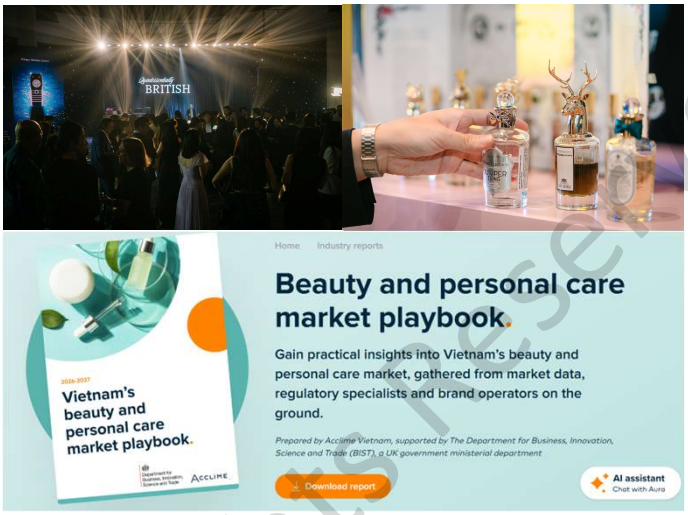
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Export Support Service for UK exporters

A wide range of export support to UK suppliers

1. 121 consultation with market advisors based in British embassy and consulate
2. Inward and outward trade delegations
3. Marcom activities to raise visibility of UK brands
4. UK export finance for SMEs, including the guarantee for repeat orders



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Spotlight: Buyer Engagement

"Fusion Bright sincerely appreciates the support provided by the British Embassy Hanoi, the British Consulate-General in Ho Chi Minh City and the wider UK Government trade network. This support was instrumental in enabling our UK brand trip 2026 and maintaining confidence across the delegation and UK partner network."

Fusion Bright





"The UK Government's support in Vietnam has been absolutely pivotal for Asia Circles. From facilitating introductions to key retailers, to providing market strategy and assessment, their team has been invaluable. Their insights on retailer timelines, expectations, and cultural nuances have been essential to our success. Within just four months of launching Faith In Nature, we achieved 100 store locations across our two key retailer partners — a testament to the quality of British products and the exceptional on-ground support we received."

Asia Circle

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Get in touch

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