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Why "Made in Vietnam" Is Winning the Skincare Shelf — A Cocoon Case Study

Asia Plus Inc.



Overview

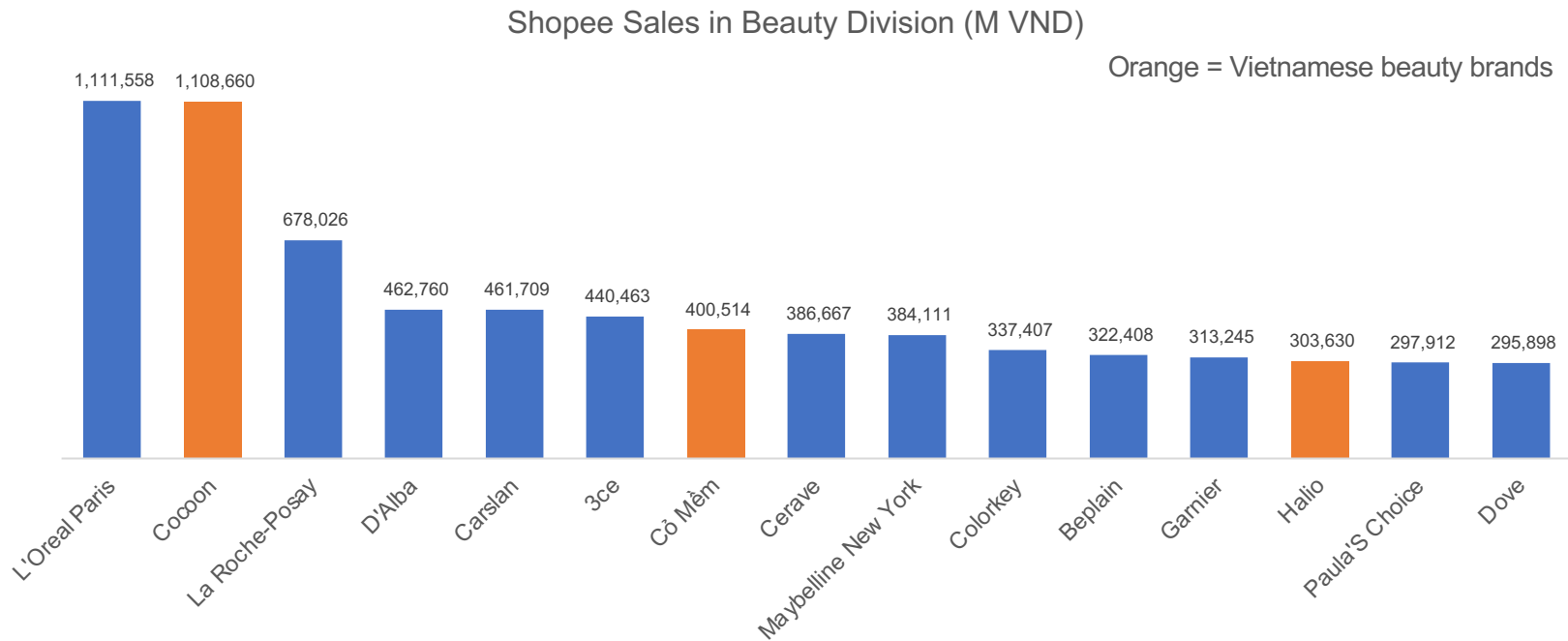
Vietnamese consumers are quietly rewriting the rules of skincare. Foreign brands that once dominated — Korean K-beauty, European pharma, Japanese prestige — are losing emotional loyalty to local Vietnamese brands.

To understand why, Q&Me sat down for in-depth conversations with two loyal users of Cocoon, one of Vietnam's fastest-growing local skincare brands, exploring the decision drivers, brand perceptions, and category beliefs behind the shift from foreign to local cosmetics. The interviews were conducted in May 2026 across Hanoi and Ho Chi Minh City, with women aged 22 to 35 who use Cocoon as their primary skincare brand.

What emerged is a clear pattern that every cosmetic brand operating in Vietnam needs to understand — and that other local brands can learn from.

Background

Several Vietnamese brands consistently rank among the top sellers in Shopee's Beauty category. This report explores the drivers behind the strong performance of Vietnamese cosmetic brands.



Who They Are

Two women, same generation, opposite skincare philosophies — both loyal to Cocoon.



Hiền Anh — 27, HR Professional

Dry, acne-prone skin with post-acne dark spots. A beauty maximalist running an 8–10 step routine with 6 brands in rotation, AM and PM differ. She treats skincare as a system of specialists.

"I combine different products because each targets a different concern. One serum for dark spots, one for anti-aging. Skincare should specialize — a product that does many things at once can't really focus enough."



Kim Ngân — 26, Warehouse Accountant

Combination skin, slightly oily, mostly problem-free. A beauty minimalist running 4–5 steps with 3 brands, AM and PM identical. She treats skincare as a discipline of restraint.

"Fewer products but high quality is better than launching many things."
"Caring for my own skin is loving myself. When I love myself, others will love me more."

How They Met Cocoon

Different paths to the same brand — online discovery, offline trust, Shopee conversion.

Hiền Anh

How she knew Cocoon

- Saw repeated TikTok reviews praising Cocoon winter melon makeup remover
- Was using Bioderma and La Roche-Posay removers at the time
- Cross-checked via real user reviews on Shopee Mall before buying

Why she got interested

- Trusted reviewers Vo Ha Linh and Hana Olala flagged it as gentler
- Natural/vegan positioning matched her concern about chemical irritation
- Price clearly lower than the French brands she was using

What triggered the purchase

- Bought one bottle on Shopee to test — has used over 20 bottles since

"I saw many TikTok reviews praising Cocoon winter melon. I bought one to try — from then on I've only used this."

Kim Ngân

How she knew Cocoon

- First met the brand offline: bought coconut wax lip balm at a cosmetics shop
- Sibling, already a Cocoon user, told her to switch
- Final validation from real user reviews on Shopee Mall — explicitly distrusts KOLs

Why she got interested

- Brand name felt close and familiar — keeps misreading "Cocoon" as "coconut" (dừa)
- Family endorsement gave trust no ad could provide
- Natural/vegan positioning answered her concern after past skin damage from a corticoid cream

What triggered the purchase

- Ran out of makeup remover and toner at the same time → saw Cocoon on Shopee with "buy more, save more" promo → bought the full set

"My sibling already used Cocoon and told me to switch. I trust real consumers, not celebrities — KOLs just take booking money."



Why Cocoon

Both came for safety, both stayed for trust — the choice and the loyalty are driven by the same reasons.



Natural & vegan composition — the core reason

Both women were hurt by synthetic products before. Natural and vegan composition is a non-negotiable safety rule for them.



Gentle texture, confirmed on first use

If it stings or dries, it is out instantly. Cocoon passed where Bioderma and La Roche-Posay did not.



Local ingredients that feel real

Sen Hậu Giang lotus, Vietnamese coffee, and winter melon make the promise feel credible.



Trust built by family and real users

Family recommendations and Shopee Mall reviews mattered more than advertising or KOL campaigns.



Strong value against imports

Cocoon delivers the same natural safety promise at a fraction of the import price.

"Cocoon cleans just as deeply as Bioderma and Laroche, but feels noticeably gentler. Reading that it's all natural, I feel safe even leaving it on my skin before rinsing." — Hiền Anh





"I have a quiet trust in this brand. My family already uses it, so I trust it more. The name Cocoon sounds so close — I keep misreading it as coconut." — Kim Ngân







What They Prioritize & What They Don't

Loyalty has a price. Cocoon's users have made conscious trade-offs — accepting some things, rejecting others — to make their natural-skincare rule work.

✔ What They've Chosen to Accept

-  **Slower results, in exchange for safety**
They know natural means slower. "Cocoon's effect is slower because it's mostly natural. It needs more time." This isn't a complaint — it's the deal they've signed.
-  **A narrower product range, in exchange for trust**
Cocoon doesn't yet make every category they need. They live with the gap rather than mix in brands they don't trust.
-  **Waiting for sale days, in exchange for price**
They time purchases and stockpile during 5/5, 11/11, 12/12 promos. Affordable safety requires patience.
-  **Buying online without testing, in exchange for convenience**
Skincare is bought on Shopee, not in store. They trust Cocoon on review faith alone.

✘ What They've Actively Rejected

-  **Synthetic actives in daily care**
BHA, vitamin C, retinol — out of toner, cleanser, sunscreen. Hiền Anh dropped a Cocoon BHA cleanser the moment it stung.
-  **TCM / luxury prestige actives**
Reishi, ginseng, cordyceps feel too heavy and too distant from Cocoon's identity. They want jasmine and chrysanthemum, not Chinese prestige roots.
-  **KOL endorsement as proof**
KOLs may spark discovery but never close the sale. "They just take booking money" — the deciding voice is always a real Shopee user.
-  **The idea that imported = better**
Klairs stung. La Roche-Posay dried them out. Foreign prestige has lost its automatic premium.



Why Cocoon — Not Korea, Not Europe, Not Japan

Both women have tried global brands. Both have moved on. Cocoon doesn't compete on foreign brands' terms — it changes the terms entirely.



Familiar Over Foreign

Name, ingredients, and recommenders all sound and feel local. Closeness is the value proposition — not patriotism, but intimacy.



Community Over Authority

Real Shopee users outrank KOLs, dermatologists, and brand experts. Trust flows horizontally — from people like them, not down from experts.



Affordable Safety Over Premium Safety

Same natural promise at half the price, with none of the counterfeit risk that has hit Klairs and other imported brands.

"With the Cocoon makeup remover, I feel safe even if I don't rinse it off right away — because it's natural." — Kim Ngân

Key Take Away - How Cocoon Has Caught the Heart of the Vietnamese Consumer

Young, urban, financially independent Vietnamese women in their mid-20s — maximalists and minimalists alike — both wary of harsh chemicals after being burned by stronger products before.



What They're Buying

Not skincare in the conventional sense. They're buying a rule — a personal commitment to natural-and-gentle that came from a real moment of skin damage, applied to every leave-on product in their routine.



Why Cocoon

Vegan, plant-based composition delivers safety. Gentle textures confirm it within one use. Lotus, coffee, and Vietnamese provenance make the natural promise feel real — not marketing. Affordable price means safety isn't a luxury.



How: A Vietnamese Version of a Global Insight

The modern consumer trusts ordinary users more than experts. TikTok creates awareness, family creates trust, but Shopee Mall closes the sale. Real-user reviews — not KOLs, not dermatologists — are the final filter.

Where Cocoon Has Won

The everyday, leave-on, preventive categories: makeup remover, toner, sunscreen, scrub, daily moisturizer.

Where Cocoon Still Needs to Win

Targeted treatment — spot care, dark-spot serum, and anti-aging — without breaking the natural-safety promise that earned loyalty in the first place.

Reference - Hiền Anh's Story — Hanoi, 27

Who She Is & How She Lives

We asked: Tell us about yourself and your daily life. What role does skincare play?

- 27, HR professional in Hanoi, single
- Earns 40M VND/month
- Gym, yoga, coffee; skincare shopping is a hobby
- Two daily routines: AM and PM differ
- Skin: dry, acne-prone, dark spots

"Looks matter. Skincare comes first."

Her Beauty Philosophy

We asked: When you choose skincare, do you prefer all-in-one or specialized products?

- Prefers specialist products, not multi-function ones
- Uses 8 steps AM, 8–10 PM
- Six brands: each product has one job
- Chooses products for specific needs

"One product can't do everything well."

Where Cocoon Fits

We asked: Which Cocoon products do you use, and how did you find Cocoon?

- Cocoon is her makeup remover brand
- Buys 2–3 bottles on sale
- Finishes one bottle in about a month
- Switched from Bioderma and La Roche
- Found via TikTok, finalizes on Shopee Mall
- Keeps makeup remover; doubts other products

"Natural ingredients made me feel safe."

Reference - Hiền Anh's Story — Continued

Where Cocoon Disappoints Her

We asked: Have you tried other Cocoon products? What worked and what didn't?

- Too slow for treatment needs
- Turmeric mask and dark-spot serum showed no clear results
- BHA cleanser stings acne-prone skin
- For actives, she chooses French pharma brands

"Cocoon is natural and vegan, so results are slower."

What She'd Want from Cocoon Next

We asked: What would Cocoon need to offer for you to use them for more of your routine?

- Would try a stronger dark-spot serum with visible results
- Thinks turmeric serum could beat the winter melon version
- No synthetic actives in treatment products
- Any new face wash must avoid BHA

"A new face wash must not contain BHA."

The Takeaway

Single-product loyalist. Cocoon owns one slot — the makeup remover.

- Would buy the remover forever at current price
- Would wait for sales if the price doubled
- Other Cocoon products are leftovers, not favorites
- Cocoon is safe cleansing, not her full routine
- Treatment spend stays with French pharma

"A higher price is fine — if it really works."

Reference - Kim Ngân's Story — HCMC, 26

Who She Is & How She Lives

We asked: Tell us about yourself and your daily life. What does beauty mean to you?

- 26, warehouse accountant at a lingerie company, HCMC, single
- Earns 30M VND/month
- After work: coffee or gym; life is simple, skincare is too
- Skin: healthy, mostly problem-free, minor freckles, light melasma
- Rates skin as good — no acne, no dryness

"Caring for my own skin is loving myself. When I love myself, others will love me more."

Her Beauty Philosophy

We asked: Do you prefer all-in-one or specialized products?

- Confirmed minimalist: fewer products, higher quality, single brand
- 4–5 steps, same AM and PM routine
- Routine: Cocoon makeup remover → Eucerin cleanser → Cocoon coffee scrub (2–3x/week) → Cocoon lotus toner → Centella sunscreen
- No serum, no mask, no targeted treatment
- Rejects multi-function products — but solves it by simply not adding what isn't essential

"Fewer products but high quality is better. The less, the better."

Why She Came to Cocoon

We asked: How did you first discover Cocoon, and what made you stay?

- First encountered Cocoon offline — coconut wax lip balm at a cosmetics shop
- Converted to skincare ~1 year ago via sibling's recommendation
- Ran out of remover and toner at the same time; bought the whole Cocoon set on Shopee
- Damaged by a corticoid whitening cream before — now: natural ingredients only, absolute rule
- Family already uses Cocoon — that deepened her trust

"I quietly came to trust this brand. My family already uses it — that made me trust it more."

Reference - Kim Ngân's Story — Continued

Cocoon Over Other Foreign Brands

We asked: You've tried other brands before — why did Cocoon win?

- Klairs stung her eyes and is widely counterfeited (~280K/bottle)
- La Roche-Posay too drying — "face felt rough and tight"
- Cheap whitening cream (corticoids) damaged her skin
- Cocoon: gentler, more familiar, more affordable
- Bigger bottle, under 300K for a pair vs. 270–280K for Klairs toner alone
- The name "Cocoon" sounds close, familiar — she keeps misreading it as "coconut" (dừa)

"I feel safe even if I don't rinse it off right away — because it's natural."

What She'd Want from Cocoon Next

We asked: Would you change anything? What about pricing or new products?

- Fix the sunscreen: too runny, leaves white cast — she'd switch back if texture improved
- Launch a mask line: natural, soothing, more nourishing than toner — she'd buy immediately
- Pricing: 1.5–2x increase acceptable if new natural ingredients added; ceiling ~370–380K/item
- Good ingredient additions: jasmine, chrysanthemum — feel light and familiar
- Would NOT accept: reishi, ginseng, cordyceps — "too heavy, don't feel close to Cocoon"

"Those don't feel close. They feel too heavy for Cocoon."

The Takeaway

Brand-wide loyalist. Cocoon owns 3 of 5 steps — and would own all 5.

- Cocoon owns: makeup remover, coffee scrub, lotus toner (3 of 5 routine steps)
- Would own cleanser and mask slots too if Cocoon offered them
- Her relationship with Cocoon is about a personal rule — natural, gentle, local, affordable
- Cocoon = the entire idea of safe daily skincare for her
- Recommended by family, confirmed by experience — she is exactly the customer Cocoon needs to multiply

"She is exactly the customer Cocoon needs to multiply."

Key highlight - Who we are

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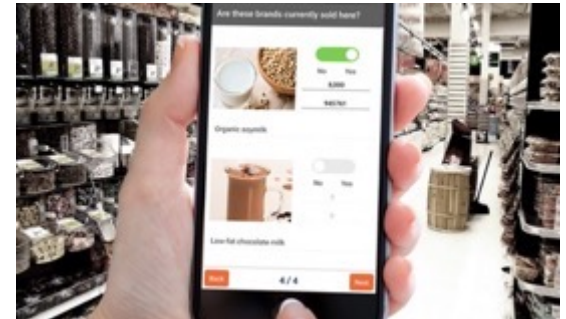
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