

CASE STUDY

MEIYUME'S TURNKEY SOLUTIONS FOR MEDICARE

December 2024



THE VISION



MEDiCARE is Vietnam's pioneering Health & Beauty retail drugstore, proudly serving customers since 2001. As the first modern Health & Beauty retail brand in the country, MEDiCARE set the standard for over a decade, offering genuine, affordable health and beauty essentials alongside a curated selection of personal luxuries. MEDiCARE has built a reputation for **quality and reliability**, making it a go-to destination for everyday self-care needs.

As a global beauty supplier with strategically located manufacturing sites and expertise in end-to-end beauty solutions, Meiyume was entrusted by MEDiCARE for an exciting turnkey project. This collaboration underscores MEDiCARE's commitment to delivering high-quality, accessible, and reliable products to their customers, leveraging Meiyume's capabilities to bring their vision to life.

THE BACKGROUND

The Vietnamese beauty market is experiencing significant growth, with a strong preference for **K-beauty products**. According to WGSN, K-beauty accounts for 48% of Vietnam's import market, highlighting its widespread appeal among local consumers. Between 2021 and 2023, K-beauty orders to Vietnam increased 5.2 times, while transaction values grew 4.9 times, according to Shopee Korea. This reflects the rising demand for South Korean beauty products and their growing influence in Vietnam's beauty landscape.

This popularity is partly driven by shared beauty ideals. In Vietnam, fair, **radiant skin** remains an aspirational standard, closely mirroring South Korean beauty preferences. As a result, Vietnamese consumers are drawn to **brightening** products that enhance their complexion, aligning seamlessly with K-beauty's innovative formulations and skincare trends.

THE SOLUTION

MEDiCARE has partnered with Meiyume to create the **Brightening Hand Cream**, enriched with Shea Butter, Niacinamide, and Superoxide™. It moisturizes, brightens, and nourishes the skin, leaving hands soft, smooth, and non-greasy. Suitable for all skin types, its quick-absorbing formula comes in 7 delightful scents, offering a variety of choices to suit every mood and preference.



Cotton Candy



Green Chestnut



Jasmine



Shea Rose



Almond Milk



Deep Sea



Pink Blossom

THE SOLUTION

MEDiCARE partnered with Meiyume to bring their vision to life by leveraging Meiyume's ***in-house design*** expertise. Meeting MEDiCARE's brief and expectations, we created bespoke products that capture the brand's unique identity while ensuring they resonate with the local market. With production at Meiyume's ***Thailand manufacturing site***, we delivered high-quality formulations while aligning with MEDiCARE's commitment to affordability, providing products that are both effective and accessible to consumers.

THE FUTURE

This collaboration underscores Meiyume's expertise in design and commitment to quality in formulation and packaging. As specialists in creating bespoke products that embody a brand's unique identity, we help beauty brands develop high-quality products with formulations tailored to local market needs by leveraging our global manufacturing sites and sourcing partners.

