

AnyMind Group becomes exclusive online distributor for SUNA in Vietnam

SUNA will leverage AnyMind's technology platforms and cross-border e-commerce solutions to enter the Vietnamese market.

Ho Chi Minh City, January 9, 2025 – [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that it has been appointed as the exclusive online distributor in Vietnam for [SUNA](#), the premium haircare brand of NIL Corporation. AnyMind Group will be responsible for the distribution of SUNA's products on e-commerce channels in Vietnam. AnyMind Group is also the exclusive distributor for SUNA in Thailand and Malaysia.

SUNA, a Japanese haircare brand, is renowned for its innovative products developed using advanced technology. The brand offers solutions for hair loss, stimulating hair growth, and enhancing scalp health. SUNA has become a top choice for Japanese consumers. In Japan, the products are sold on e-commerce marketplaces like Rakuten and achieved the top position in the Rakuten Ranking for the category of scalp care lotion and essence.

Leveraging AnyMind's BPaaS model, SUNA will streamline its online business in Vietnam. AnyMind's comprehensive solutions support store management, order processing, and product marketing through technology platforms and local networks across Asia. These solutions include centralized online store analytics and management for Shopee, Lazada, and TikTok Shop via [AnyX](#), influencer marketing through [AnyTag](#), customer support through [AnyChat](#), and planned Gen AI-powered live streaming through [AnyLive](#). In addition, SUNA can also tap on AnyMind Group's in-market consultants for marketing and e-commerce.

Akinori Kubo, Managing Director of Global E-commerce, AnyMind Group, said: "We are honored to partner with SUNA as their exclusive distributor in Vietnam. This collaboration reinforces AnyMind's capabilities in delivering end-to-end cross-border e-commerce solutions, from technology to operations. With our expertise and proprietary platforms, we are confident in driving SUNA's success and connecting the brand with Vietnamese consumers."

Masaaki Sato, President and CEO of NIL Corporation: "We are delighted to bring SUNA to the Vietnamese market through AnyMind's platforms. Expanding into a rapidly growing market like Vietnam represents both challenges and boundless opportunities for us. Through our collaboration with AnyMind, a trusted partner in advancing the future of the cosmetics industry, we eagerly bring the unique charm and excellence of SUNA to a wider audience."

In September 2024, SUNA was part of a pilot project that saw the brand become one of the first to utilize [GenAI-powered avatars](#) for live commerce in Malaysia and Thailand, enabling the brand to run a 24/7 live stream and AI hosts that delivered improved sales and enabled the collection of critical insights for viewership patterns.