

Computers and Peripherals in Vietnam

Market Direction | 2022-08-08 | 22 pages | Euromonitor

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Report description:

Strict lockdowns during 2021 in Vietnam and a switch to online studying across all school levels drove higher demand for mid-priced laptops and tablets which in turn led to a temporary shortage of these products as retailers struggled to keep up with demand. The reason for the supply shortage was in part because of an insufficient supply of components such as microchips, plus factories in China were unable to ship out products that easily due to freight issues. However, during the early months o...

Euromonitor International's Computers and Peripherals in Vietnam report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Computers and Peripherals in Vietnam
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List Of Contents And Tables

COMPUTERS AND PERIPHERALS IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supply shortages hit laptops and tablets during 2021

Thin and light design with a high-quality screen has become the new standard

Local laptop brand VGS showing promise in a category dominated by four players

PROSPECTS AND OPPORTUNITIES

Premium segment will be more focused by brands and retailers

5G and 6G is the future

Retailers likely to focus on added value benefits

CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 2 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 5 Sales of Computers by Category: Business Volume 2017-2022

Table 6 Sales of Computers by Category: Business Value MSP 2017-2022

Table 7 Sales of Computers by Category: Business Volume Growth 2017-2022

Table 8 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 10 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 11 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 12 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 13 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 14 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 15 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 17 Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 18 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 19 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

CONSUMER ELECTRONICS IN VIETNAM

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 21 Sales of Consumer Electronics by Category: Value 2017-2022

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Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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