

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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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

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Premium segment will be more focused by brands and retailers

5G and 6G is the future

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