

Mobile Phones in Vietnam

Market Direction | 2022-08-08 | 19 pages | Euromonitor

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Report description:

Smartphones continues to see stable growth in retail volume terms in 2022. Although the category has strong penetration in Vietnam there is still some room for growth and expansion as more consumers switch from feature phones, while younger consumers purchase their first smartphones at ever younger ages. Growth is also being driven by the arrival of new technologies, product innovation and new designs, such as handsets with larger screens. The multifunctionality of smartphones is particularly ap...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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

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reliable information resources to help drive informed strategic planning.

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Made in Vietnam Vsmart stopped smartphone business, Xiaomi grows faster

TopZone expanding rapidly to the benefit of Apple

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E-commerce set for further gains but building a positive in-store experience will remain important

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