

## **Dishwashers in Vietnam**

Market Direction | 2022-12-12 | 34 pages | Euromonitor

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### **Report description:**

Economic difficulties during 2021-2022, coupled with the drop in the housing market, have resulted in lower demand for dishwashers - especially so with built-in models, since dishwashers are generally not considered to be essential appliances. Indeed, some consumer groups still consider washing dishes by hands to offer a superior clean and higher levels of hygiene. Recently, there was even a discussion about whether dishwashers are needed which became viral on social media in Vietnam. While some...

Euromonitor International's Dishwashers in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Dishwashers, Freestanding Dishwashers.

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

Why buy this report?

- \* Get a detailed picture of the Dishwashers 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.

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Stronger demand in the big cities, with a focus on innovation and premiumisation

Online channels remain important for dishwashers, due to low penetration beyond specialist stores

##### PROSPECTS AND OPPORTUNITIES

Positive opportunities for dishwashers seen in the coming years

Local brands find it hard to compete with global brands, due to demographic of dishwasher users

New niche sales expected from expanding online channels

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