

Microwaves in Vietnam

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

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Report description:

Microwaves is seeing small positive growth in 2022, bucking the trend seen across large cooking appliances which remain in declines. Microwaves has also become increasingly competitive as a category, with players offering more affordable and value-for-money models, thereby providing more choice for lower-income households. Besides which, the number of young professionals living alone far away from home is rising in Vietnam. These consumers often live in small apartments, normally do not have eno...

Euromonitor International's Microwaves 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 Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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2022 DEVELOPMENTS

Steam microwaves are on-trend in Vietnam, helping to support category growth

Multiple-function microwaves attract growing number of consumers

Competition from fryers continues to rise, inspiring microwave players to enhance their innovations

PROSPECTS AND OPPORTUNITIES

Moderate growth expected due to maturity of category in target areas

Mid-priced microwaves often offered as gifts with larger purchases

Consumers prefer buying microwaves online thanks to ease and convenience

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