

Refrigeration Appliances in Vietnam

Market Direction | 2022-12-12 | 39 pages | Euromonitor

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Report description:

Refrigeration appliances remains in declines in 2022, due to lowered demand despite multiple deep discount programmes. In a bid to gain consumers' attention, many brands, from large to small capacity, and even inverter models, are all offering discounts - up-to-50% in some cases. Electronics specialist retailers also keep launching multiple promotions, such as offering vouchers, valuable gifts, 0% instalment payment options, free shipping, installation, and 24/7 technical support. For example, c...

Euromonitor International's Refrigeration Appliances 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 Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances 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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REFRIGERATION APPLIANCES IN VIETNAM

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2022 DEVELOPMENTS

Sales remain in marginal declines, despite multiple promotional programmes and discount offers

Multi-dimensional cooling technology becomes a new standard, with consumers increasingly seeking additional features

Local refrigerator specialist Hoa Phat launches new models for smaller spaces and lower budgets

PROSPECTS AND OPPORTUNITIES

Mirror designs see rising demand from consumers seeking aesthetic kitchens

Large capacities, hygiene, and cooling technologies expected to drive refrigerator sales

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