

## **Small Cooking Appliances in Vietnam**

Market Direction | 2022-12-12 | 38 pages | Euromonitor

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### **Report description:**

Small cooking appliances is seeing positive growth in 2022, thanks to the category's lower prices compared to large cooking appliances, along with efforts from players to launch specialist products to suit consumers' needs. Indeed, local brands in particular, with a deeper understanding of Vietnamese culture and local perspectives, introduced new items in 2022 to suit the habits and needs of the majority Vietnamese consumers. For example, Sunhouse launched two models of 3 litre rice cookers (SHD...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

### **Why buy this report?**

- \* Get a detailed picture of the Small Cooking 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Local brands launch specialist small cooking appliances to suit Vietnamese consumers

TikTok videos boosting sales for small cooking appliances

Multiple-function small cooking appliances attract attention for convenience and cost savings

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Ongoing growth driven by home-cooking habits and emerging rural demand

Consumers prefer branded and reputed products, benefitting local players and high-end global names

E-commerce will retain its importance, due to ease of ordering small cooking appliances online

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