

Appliances and Electronics Specialists in Vietnam

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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Report description:

Sales for appliances and electronics specialist retailers bounced back in 2022, following challenges seen during the era of the COVID-19 pandemic due to restrictions, closures, and social distancing measures. Indeed, within this landscape, players have been quick to catch up and expand their number of outlets to the outskirts of both large and small cities. Notable players in this sense include Mobile World JSC, VHC Trading Co Ltd, and FPT Corp. The strategy for this geographical expansion is to...

Euromonitor International's Appliances and Electronics Specialists in Vietnam report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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Rising popularity of super-mini stores, driven by expansion from Mobile World

Developments in e-commerce may slow down sales in physical stores

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A positive outlook is expected over the forecast period

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