

Mobile Phones in Vietnam

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Smartphones recorded a significant drop in demand in 2022 after peaking in 2020/2021 due to the switch to online working and studying. This steep decline was despite brands and retailers offering deep discount programmes. Mid-priced models saw particularly low demand, despite the inflation rate being relatively well controlled by the government. This decline was in part due to increased price sensitivity but it was also due to the replacement cycle having been reset during the pandemic when many...

Euromonitor International's Mobile Phones in Vietnam report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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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Euromonitor International
July 2023

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Brands launched various new smartphone in Vietnam

Distribution landscape continues to expand as Vietnam shows large appetite for smartphones

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Smartphone design and screen quality likely to be refreshed and upgraded

E-commerce offering good value and greater convenience

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