

## **Dishwashers in Vietnam**

Market Direction | 2024-01-04 | 36 pages | Euromonitor

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### **Report description:**

Dishwashers are gradually becoming more popular in Vietnam, albeit growth remains at a slow pace and retail volume is only just inching into positive figures in 2023. This forwards performance is attributed to rising incomes and higher standards of living in the country, notably so in urban areas among consumers who lead busy lifestyles. Dishwashers are also becoming more widely available in Vietnam, with a wider choice of brands across price points being seen. For the consumer segment desirous...

Euromonitor International's Dishwashers 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Built-in Dishwashers, Freestanding Dishwashers.

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

Why buy this report?

- \* Get a detailed picture of the Dishwashers 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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German Bosch officially joins the Vietnamese territory

Ongoing growth supported by wider range of brands becoming available

##### PROSPECTS AND OPPORTUNITIES

Steady ongoing volume growth expected, as the category still has room to develop

Further developments expected in smart features and enhanced cleaning

Potential for omnichannel sales thanks to growth of retailers in Vietnam

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