

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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Table of Contents:

Dishwashers in Vietnam
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List Of Contents And Tables

DISHWASHERS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers see sluggish growth due to prevailing trends for handwashing dishes

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

CATEGORY DATA

Table 1 Sales of Dishwashers by Category: Volume 2018-2023

Table 2 Sales of Dishwashers by Category: Value 2018-2023

Table 3 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 4 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 5 Sales of Dishwashers by Format: % Volume 2018-2023

Table 6 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 7 NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 8 LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 9 Distribution of Dishwashers by Format: % Volume 2018-2023

Table 10 □Production of Dishwashers: Total Volume 2018-2023

Table 11 □Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 12 □Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 13 □Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 14 □Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN VIETNAM

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 15 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 16 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 17 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 18 Sales of Consumer Appliances by Category: Value 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 23	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 24	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 25	□Sales of Small Appliances by Category: Volume 2018-2023
Table 26	□Sales of Small Appliances by Category: Value 2018-2023
Table 27	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 28	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 29	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 30	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 31	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 32	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 33	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 34	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 35	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 37	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 38	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 42	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 46	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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