

## **Food Preparation Appliances in Vietnam**

Market Direction | 2024-01-04 | 38 pages | Euromonitor

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### **Report description:**

Food preparation appliances continue to perform well, albeit at lower rates of retail volume growth than seen over the past few years. Overall, sales of food preparation appliances are supported by the higher incomes and standards of living seen in Vietnam, along with the expansion of appliances and electronics specialist retailers into rural areas. It is also a lower investment for consumers to upgrade their food preparation appliances, when compared to the big-ticket items such as refrigerator...

Euromonitor International's Food Preparation 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 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Food Preparation 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.

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  
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Growth continues for food preparation appliances, thanks to ongoing healthy eating trends and retailer expansion

Social media remains a key strategy for promotions through influencers and KOLs

Smart blenders attract consumers who follow high-tech trends

##### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, driven by urbanisation and social media trends

Innovations expected in multifunctional appliances and new technologies

E-commerce is well-suited to smaller appliances, with the omnichannel remaining relevant for high-end appliances

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