

Small Cooking Appliances in Vietnam

Market Direction | 2024-01-04 | 40 pages | Euromonitor

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Report description:

Volume growth in small cooking appliances remains stable, albeit at slowing growth rates than seen over the past few years as the category becomes more mature. Air-fryers continue to be popular, with both urban and rural consumers, as such appliances offer the convenience of multifunctional features, and cooking methods which are perceived to be healthy. As such, urban consumers with limited space are desirous of air-fryers, as they can replace other appliances with their multifunctional capacity...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking 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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Series of new developments seen in air-fryers

Multifunctional appliances continue to attract consumers

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Smart features and appealing designs expected to lead developments

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