

Consumer Electronics in Vietnam

Market Direction | 2024-07-23 | 81 pages | Euromonitor

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Report description:

Retail volume sales of consumer electronics in Vietnam continue to decline, despite the government releasing figures that the country's economy showed a robust recovery in 2023 with GDP growth of 5.1%, surpassing the global average growth rate of 2.9% and the ASEAN region rate of 4.3%. The Consumer Price Index (CPI) increased by 3.3%, while inflation grew by 4.2%, reflecting a significant decline from over 5% observed at the beginning of 2023, indicating a sustained reduction. Vietnam expects st...

Euromonitor International's Consumer Electronics 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: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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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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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2024 DEVELOPMENTS

Further drop in demand for computers and peripherals after pandemic boost
Players continue to launch new products, focusing on AI application in upper-mid to premium segment
High camera quality and lightweight laptops are favoured by younger consumers

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Smart in-car entertainment systems set to offer consumers more than just entertainment

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Players continue to launch new products with feature improvements targeting younger consumers

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Home cinema and speaker systems still offers room to grow

Consumers will continue to pay attention to new technology and designs

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