

Mobile Phones in Vietnam

Market Direction | 2024-07-23 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Overall demand for smartphones in Vietnam continues to decline following a surge during the pandemic. The fall in sales is being mainly driven by the mid-priced segment, and primarily attributed to reduced demand for phone upgrades and consumers tightening their belts amid an economic slowdown. Nevertheless, smartphones continues to drive the overall category of mobile phones in the country, as the retail volume decline of feature phones is more severe, with this format predominantly purchased b...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Mobile Phones in Vietnam

Euromonitor International

July 2024

List Of Contents And Tables

MOBILE PHONES IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further decline for smartphones in inflationary scenario

Players attempt to drive volumes through promotional campaigns

Privacy and security become increasingly significant concerns for savvy smartphone users

PROSPECTS AND OPPORTUNITIES

Smartphones set to return to positive but slow growth over forecast period

Gaming smartphones offer potential for brands to target

Retailers move online and reduce number of physical stores

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2019-2024

Table 2 Sales of Mobile Phones by Category: Value 2019-2024

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 4 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 6 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 8 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

CONSUMER ELECTRONICS IN VIETNAM

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Mobile Phones in Vietnam

Market Direction | 2024-07-23 | 19 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com