

Mobile Phones in Vietnam

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

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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.

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reliable information resources to help drive informed strategic planning.

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