

## **Consumer Appliances in Vietnam**

Market Direction | 2025-01-06 | 132 pages | Euromonitor

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### **Report description:**

Consumer appliances in Vietnam saw a mixed performance in 2024. While overall retail volume sales rose during the year, this was due to small appliances, with major appliances seeing declines. Despite a recovery in the economy and overall consumer spending, the demand for big-ticket items was dampened by high penetration, in some cases, budget concerns and the delaying of upgrades. One highlight was the performance of air treatment products, with demand spiked by extremely hot weather and strate...

Euromonitor International's Consumer 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 2020-2024, 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 2029 illustrate how the market is set to change.

Product coverage: Major Appliances, Small 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 Consumer 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  
January 2025

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PROSPECTS AND OPPORTUNITIES

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