

Refrigeration Appliances in Vietnam

Market Direction | 2025-01-06 | 43 pages | Euromonitor

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Report description:

Over 2023-2024, refrigeration appliances in Vietnam continued to see a decline in retail volume sales. This owed much to the reduced demand for upgrades among households in the country. The category has reached saturation in fridge freezers, offering few growth opportunities, and limiting the need for other types of refrigeration appliances. While the household penetration rates of fridges and freezers remained tiny and negligible, respectively, in 2024, fridge freezers recorded a triple-digit r...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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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Sustainable trend informs players' approaches

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