

Vietnam Home Improvement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Vietnam Home Improvement Market size is estimated at USD 3.21 billion in 2025, and is expected to reach USD 3.79 billion by 2030, at a CAGR of 3.4% during the forecast period (2025-2030).

In Vietnam, home improvements encompass a range of activities, from comfort and maintenance to energy efficiency and safety. This sector is experiencing robust growth, fueled by rising disposable incomes, a rebound in real estate, escalating urbanization, and heightened awareness. The uptick in urbanization is leading to a surge in new household formations. Moreover, as consumers increasingly opt for modern household products with appealing finishes, heightened spending on home improvement projects bolsters business growth.

Post-COVID-19, the Vietnam home improvement market has seen a notable uptick in demand. This surge is attributed to an increased emphasis on home comfort, a surge in renovation projects, and a growing desire for cozy living spaces, presenting ample opportunities for industry players to innovate and prosper.

Vietnam Home Improvement Market Trends

Growing Urbanization is Driving the Market

Rapid urbanization, bolstered by rising disposable incomes, drives the country's home improvement market. As housing prices surge in densely populated cities, a direct consequence of this urbanization, the home improvement market is set for a notable upswing in the forecast period. Furthermore, heightened investments in construction, particularly in residential and commercial segments, alongside the confluence of a burgeoning population and ongoing urbanization, are poised to amplify the home

improvement market's growth trajectory. The swift uptick in urbanization, paired with the expanding reach of e-commerce platforms offering substantial discounts, is set to be a pivotal driver of market expansion. With urbanization on the rise, there's a notable uptick in forming new households. Given the projected further uptick in urban population levels, the demand for home improvement products is primed for a positive trajectory.

DIY Segment in Home Improvement Market is Dominating the Market

The DIY segment reigns supreme in the home improvement market. The proliferation of DIY stores and easy access to equipment and tools online is set to bolster the segment's growth, driving up product demand. Major industry players ramp up R&D efforts to expand product ranges, foster innovation, and enhance product value. A crucial driver of this market surge is the growing proficiency of consumers in home improvement tasks. Manufacturers are rolling out smart home improvement kits to empower DIY enthusiasts further. Moreover, the market's landscape, dotted with prominent manufacturers and retailers, catalyzes a surge in DIY projects nationwide.

Vietnam Home Improvement Industry Overview

Vietnam's home improvement market is fragmented, with many players. The report covers major international players operating in the Vietnamese home improvement market. In terms of market share, some of the major players currently dominate the market, including Andersen Corporation, DuPont Building Innovations, Kohler, 3M Vietnam Co. Ltd, and Rockwool. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Increasing Homeownership Rates

4.2.2 Rising Disposable Income is Driving the Market

4.3 Market Restraints

4.3.1 High Material and Labor Costs is Restraining the Market

4.4 Market Opportunities

4.4.1 Growing Demand for Eco-friendly Home Improvement Solutions

4.4.2 Rise of Online Platforms and E-commerce

4.5 Value Chain / Supply Chain Analysis

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.6 Porter's Five Force Analysis
- 4.6.1 Threat of New Entrants
- 4.6.2 Bargaining Power of Buyers/Consumers
- 4.6.3 Bargaining Power of Suppliers
- 4.6.4 Threat of Substitute Products
- 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on Key Trends and Technological Innovations in the Market
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 Project
 - 5.1.1 DIY
 - 5.1.2 DIFM
- 5.2 Type
 - 5.2.1 Kitchen Improvement & Additions
 - 5.2.2 Bath Improvement & Additions
 - 5.2.3 System Upgrades
 - 5.2.4 Exterior Replacements
 - 5.2.5 Interior Replacements
 - 5.2.6 Property Improvements
 - 5.2.7 Disaster Repairs
 - 5.2.8 Other Room Additions & Alterations

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Andersen Corporation
 - 6.2.2 DuPont Building Innovations
 - 6.2.3 Kohler
 - 6.2.4 3M Vietnam Co. Ltd
 - 6.2.5 Rockwool
 - 6.2.6 Innoci Viet Nam Co., Ltd
 - 6.2.7 Caeser
 - 6.2.8 Ambassador Signage & Lighting
 - 6.2.9 Truong Thanh
 - 6.2.10 Luca Interior Design Company Limited
 - 6.2.11 Kaze Interior Design Studio
 - 6.2.12 Ttdecor*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

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

Vietnam Home Improvement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Company Name*	<input type="text"/>	City*	<input type="text"/>
Address*	<input type="text"/>	Country*	<input type="text"/>
Zip Code*	<input type="text"/>	Date	<input type="text" value="2026-02-11"/>

Signature

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com