

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

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

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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

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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

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