

**Vietnam Smartphone Market, By Operating System (Android, iOS, Others), By Display Technology (AMOLED, OLEO, LCD, Others), By Sales Channel (Supermarkets/Hypermarkets, Multi-Brand Stores, Exclusive Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

Market Report | 2025-07-29 | 83 pages | TechSci Research

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**Report description:**

Market Overview

Vietnam smartphone market was valued at USD 6.71 Billion in 2024 and is expected to reach USD 11.50 Billion by 2030 with a CAGR of 9.4% during the forecast period. The Vietnam smartphone market is experiencing robust growth, driven by rising disposable incomes, increasing digital literacy, and rapid urbanization across the country. With a young and tech-savvy population, smartphone adoption is soaring, fueled by strong internet penetration and expanding 4G and 5G infrastructure. Vietnam's shift towards a digital economy, with initiatives promoting cashless payments, e-learning, and e-governance, is further boosting smartphone demand. Mid-range and budget-friendly smartphones continue to dominate, as local consumers seek value-for-money devices with competitive features, particularly in camera quality, battery life, and processing power. Additionally, aggressive marketing campaigns, product launches, and financing schemes by both global and regional smartphone brands are accelerating consumer interest and purchase decisions. E-commerce platforms and online retail channels have become increasingly important, offering convenience, discounts, and wider access to the latest models, especially post-COVID-19. Environmental consciousness is also shaping market dynamics, with increasing interest in sustainable and longer-lasting devices, as well as growth in refurbished smartphone sales. The entry of Chinese manufacturers such as Xiaomi, Oppo, and Vivo has intensified competition, compelling market leaders like Samsung and Apple to innovate and localize offerings. The government's efforts to promote domestic production and reduce import dependency through initiatives like "Make in Vietnam" are also expected to attract investment in local smartphone assembly and component manufacturing. Furthermore, the growing popularity of mobile gaming, short-form video content, and AI-powered applications is influencing consumer preferences toward higher-specification devices. Overall, the Vietnamese smartphone market is positioned for sustained expansion, underpinned by

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technological advancement, rising consumer aspirations, and favorable government policies supporting digital growth.

#### Key Market Drivers

##### Growing Youth Population and Increasing Digital Adoption

Vietnam's demographic profile, with a median age of around 32 years, plays a crucial role in driving smartphone market growth. As of January 2025, Vietnam's population reached approximately 101 million, with a median age of 33.4 years-up from around 32-indicating a young, economically active demographic highly receptive to smartphone adoption. The country boasts a large, young, and increasingly digital-native population that actively engages with online platforms for communication, entertainment, education, and commerce. The rising digital literacy, especially among Gen Z and millennials, is fueling demand for smartphones as essential tools for daily life. With widespread adoption of social media platforms such as Facebook, TikTok, and Instagram, there is a continuous push for feature-rich smartphones that offer high-quality cameras, fast processors, and seamless internet connectivity. Additionally, the rise of mobile-first behaviors-such as streaming, gaming, and online learning-has made smartphones not just communication devices but central to lifestyle and work. This generational digital shift is expected to sustain long-term growth in smartphone penetration and replacement cycles.

#### Key Market Challenges

##### Market Saturation in Urban Areas and Slowing Replacement Cycles

One of the key challenges facing the Vietnam smartphone market is the increasing saturation in urban regions. Major cities such as Ho Chi Minh City, Hanoi, and Da Nang have already achieved high smartphone penetration, leaving limited room for organic growth. As a result, the pace of new user acquisition has slowed, forcing brands to rely heavily on replacement purchases. However, with advancements in smartphone technology, many users are holding onto their devices for longer periods, extending the replacement cycle. This trend dampens the overall market growth, especially for high-end segments where customers tend to retain phones for 2-3 years or more. To sustain momentum, manufacturers must innovate rapidly and differentiate their products in a highly competitive and mature market, which can strain R&D resources and marketing budgets.

#### Key Market Trends

##### Rising Popularity of Refurbished and Second-Hand Smartphones

Amid increasing environmental awareness and economic considerations, refurbished and second-hand smartphones are gaining significant traction in Vietnam. Refurbished models often cost 15-50% less than new ones. Many buyers saving hundreds of dollars-e.g., a second hand iPhone 13 Pro giving USD 650 in savings. Many consumers, especially in rural and price-sensitive segments, are now opting for used or certified pre-owned devices that offer high-end features at a fraction of the original price. This trend is supported by the growing presence of organized players and marketplaces that provide warranties, quality checks, and after-sales support for refurbished products, improving consumer trust in such alternatives. Furthermore, trade-in programs offered by major smartphone brands and retailers are also encouraging customers to exchange their old devices for discounts on new purchases, feeding the refurbished supply chain. As sustainability becomes a stronger influence on consumer behavior, this trend is expected to grow, especially among first-time users and students who seek affordable entry points into the smartphone ecosystem.

#### Key Market Players

- Samsung Vina Electronics Co Ltd
- Guangdong OPPO Mobile Telecommunications Corp., Ltd,
- Apple Inc
- Vivo Communication Technology Co Ltd
- Xiaomi Corp
- Huawei Technologies Vietnam Co Ltd
- LG Electronics Vietnam Co Ltd
- Microsoft Corp
- Sony Electronics Vietnam Ltd
- HTC Corp

#### Report Scope:

In this report, the Vietnam Smartphone market has been segmented into the following categories, in addition to the industry

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trends which have also been detailed below:

-[]Vietnam Smartphone Market, By Operating System:

- o Android
- o iOS
- o Others

-[]Vietnam Smartphone Market, By Display Technology:

- o AMOLED
- o OLEO
- o LCD
- o Others

-[]Vietnam Smartphone Market, By Sales Channel:

- o Supermarkets/Hypermarkets
- o Multi-Brand Stores
- o Exclusive Stores
- o Online
- o Others

-[]Vietnam Smartphone Market, By Region:

- o Northern Vietnam
- o Southern Vietnam
- o Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Smartphone market.

Available Customizations:

Vietnam Smartphone market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-[]Detailed analysis and profiling of additional market players (up to five).

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