

Consumer Electronics Retail in Vietnam

Industry Report | 2025-09-18 | 40 pages | MarketLine

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Report description:

Consumer Electronics Retail in Vietnam

Summary

Consumer Electronics Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Vietnamese consumer electronics retail market recorded revenues of \$11.5 billion in 2024, representing a compound annual growth rate (CAGR) of 0.3% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$5.8 billion, equivalent to 50.6% of the market's overall value.
- In 2024, the Vietnamese consumer electronics retail market recorded an annual growth of 0.3% due to accelerated urbanization. According to the World Bank, in 2024, the urban population in Vietnam reached 40.6 million, up 2.6% annually. This rise in urban population reshaped consumer lifestyles, driving demand for modern household appliances such as refrigerators and microwave ovens.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail

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market in Vietnam

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Vietnam
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam consumer electronics retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Vietnam consumer electronics retail market by value in 2024?
- What will be the size of the Vietnam consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Vietnam consumer electronics retail market?
- How has the market performed over the last five years?
- How large is Vietnam's consumer electronics retail market in relation to its regional counterparts?

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