



# Consumer Appliances in Vietnam

January 2024

Table of Contents

## EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

## MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 - Replacement Cycles of Consumer Appliances by Category 2018-2024

## MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 - Sales of Small Appliances by Category: Volume 2018-2023

Table 12 - Sales of Small Appliances by Category: Value 2018-2023

Table 13 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

[Dishwashers in Vietnam](#)

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Dishwashers see sluggish growth due to prevailing trends for handwashing dishes  
German Bosch officially joins the Vietnamese territory  
Ongoing growth supported by wider range of brands becoming available

## PROSPECTS AND OPPORTUNITIES

Steady ongoing volume growth expected, as the category still has room to develop  
Further developments expected in smart features and enhanced cleaning  
Potential for omnichannel sales thanks to growth of retailers in Vietnam

## CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023  
Table 34 - Sales of Dishwashers by Category: Value 2018-2023  
Table 35 - Sales of Dishwashers by Category: % Volume Growth 2018-2023  
Table 36 - Sales of Dishwashers by Category: % Value Growth 2018-2023  
Table 37 - Sales of Dishwashers by Format: % Volume 2018-2023  
Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023  
Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023  
Table 40 - LBN Brand Shares of Dishwashers: % Volume 2020-2023  
Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023  
Table 42 - Production of Dishwashers: Total Volume 2018-2023  
Table 43 - Forecast Sales of Dishwashers by Category: Volume 2023-2028  
Table 44 - Forecast Sales of Dishwashers by Category: Value 2023-2028  
Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028  
Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

## Home Laundry Appliances in Vietnam

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Low demand continues, with a very small improvement in sales from last year  
Players launch new high-tech models to attract the attention of affluent consumers  
Front-loading and larger capacity washing machines are preferred

### PROSPECTS AND OPPORTUNITIES

Further scope for growth over the forecast period, with volume expected to creep back into a positive performance  
Consumption-saving features and specialised garment care expected to rise in popularity  
Omnichannel options cater for a wider range of consumers' needs

### CATEGORY DATA

Table 47 - Sales of Home Laundry Appliances by Category: Volume 2018-2023  
Table 48 - Sales of Home Laundry Appliances by Category: Value 2018-2023  
Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023  
Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023  
Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023  
Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023  
Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023  
Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023  
Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023  
Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023  
Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023  
Table 58 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

## Large Cooking Appliances in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Large cooking appliances remains in a negative slump due to long lifecycles and low interest in innovations

Brands vie for attention with new developments

Safety and energy-efficiency are key factors in consumers' purchasing decisions

#### PROSPECTS AND OPPORTUNITIES

Large cooking appliances expected to return to positive volume growth

Local players to find the "value for money" sweet spot, while international brands focus on premium quality

Ongoing potential for sales thanks to cross-category growth trends

#### CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 64 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 67 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 68 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 69 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 70 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 71 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 72 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 73 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 74 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 75 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 76 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 77 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 78 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 79 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

## Microwaves in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Downwards trend continues for increasingly old-fashioned microwaves

Few innovations seen in microwaves, due to sluggish demand

Health-conscious consumers shun microwaves in favour of other cooking methods

#### PROSPECTS AND OPPORTUNITIES

Ongoing decline for microwaves, due to variety of negative factors

Players unlikely to invest in microwaves and focus on better-selling appliances

Less shelf space afforded to microwaves in stores

#### CATEGORY DATA

Table 80 - Sales of Microwaves by Category: Volume 2018-2023

- Table 81 - Sales of Microwaves by Category: Value 2018-2023
- Table 82 - Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 83 - Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 84 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 85 - NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 86 - LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 87 - Distribution of Microwaves by Format: % Volume 2018-2023
- Table 88 - Production of Microwaves: Total Volume 2018-2023
- Table 89 - Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 90 - Forecast Sales of Microwaves by Category: Value 2023-2028
- Table 91 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
- Table 92 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

## Refrigeration Appliances in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Refrigeration appliances creep back into positive volume growth, thanks to hot summer and improving lifestyles
- Samsung and LG expand their local production capacities
- Trendy designs and personalised appliances attract the attention of younger generations

#### PROSPECTS AND OPPORTUNITIES

- Ongoing steady growth expected, thanks to upgrade trends and wider overall penetration into rural areas
- Players expected to regularly launch new models and technological advancements
- Omnichannel strategies grow in importance, as consumers opt for in-store inspection and then order online

#### CATEGORY DATA

- Table 93 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 94 - Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 95 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 96 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 97 - Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 98 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 99 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 100 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 101 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 102 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 103 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 104 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 105 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 106 - Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 107 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 108 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 109 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 110 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

## Air Treatment Products in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Hot weather and wide range of options drive demand for air treatment products
- Strong competition among local brands on quality-to-price and global brands on high-tech specs

Promotional programmes offered by brands across all platforms

## PROSPECTS AND OPPORTUNITIES

Sales will continue to be supported by ongoing urbanisation and wider ranges of products available

Added features will attract consumers in the upper-mid to premium segments

Omnichannel remains important for air treatment products

## CATEGORY DATA

Table 111 - Sales of Air Treatment Products by Category: Volume 2018-2023

Table 112 - Sales of Air Treatment Products by Category: Value 2018-2023

Table 113 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 114 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 115 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 116 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 117 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 118 - Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 119 - Production of Air Conditioners: Total Volume 2018-2023

Table 120 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 121 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 122 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 123 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

## Food Preparation Appliances in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth continues for food preparation appliances, thanks to ongoing healthy eating trends and retailer expansion

Social media remains a key strategy for promotions through influencers and KOLs

Smart blenders attract consumers who follow high-tech trends

### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, driven by urbanisation and social media trends

Innovations expected in multifunctional appliances and new technologies

E-commerce is well-suited to smaller appliances, with the omnichannel remaining relevant for high-end appliances

## CATEGORY DATA

Table 124 - Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 125 - Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 126 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 127 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 128 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 129 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 130 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 131 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 132 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 133 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 134 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

## Personal Care Appliances in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising standards of living support sales in personal care appliances

Players compete with new technologies and designs

Social media is key to promoting personal care appliances

## PROSPECTS AND OPPORTUNITIES

Ongoing growth for personal care appliances, thanks to rising standards of living

Social media marketing will remain a major competitive strategy

Online channel works well for personal care appliances, especially linked to social media marketing

## CATEGORY DATA

Table 135 - Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 136 - Sales of Personal Care Appliances by Category: Value 2018-2023

Table 137 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 138 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 139 - Sales of Body Shavers by Format: % Volume 2018-2023

Table 140 - Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 141 - NBO Company Shares of Personal Care Appliances 2019-2023

Table 142 - LBN Brand Shares of Personal Care Appliances 2020-2023

Table 143 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 144 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 145 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 146 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 147 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

## Small Cooking Appliances in Vietnam

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stable growth for small cooking appliances, with air-fryers remaining popular

Series of new developments seen in air-fryers

Multifunctional appliances continue to attract consumers

### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, from cities to rural areas, as trendy products become more widespread

Smart features and appealing designs expected to lead developments

Small cooking appliances well-suited to online channels

## CATEGORY DATA

Table 148 - Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 149 - Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 150 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 151 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 152 - Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 153 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 154 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 155 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 156 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 157 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 158 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 159 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

## Vacuum Cleaners in Vietnam

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales in vacuum cleaners supported by consumers' rising standards of home hygiene

Players active in new high-tech product developments

Core cleaning features remain key to consumers' demands

### PROSPECTS AND OPPORTUNITIES

Healthy sales expected to continue over the forecast period

Ongoing developments in new technologies set to stimulate sales

Showrooms remain an important channel for vacuum cleaners

### CATEGORY DATA

Table 160 - Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 161 - Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 162 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 163 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 164 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 165 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 166 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 167 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 168 - Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 169 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 170 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

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