



# Small Cooking Appliances in Vietnam

January 2024

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## Small Cooking Appliances in Vietnam - Category analysis

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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

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