



Refrigeration Appliances in Vietnam

January 2024

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Refrigeration Appliances in Vietnam - Category analysis

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

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