

Refrigeration Appliances in Vietnam

January 2025

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Refrigeration Appliances in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The demand for new refrigeration appliances suffers from saturation in terms of fridge freezers and a preference for fresh food Strong competition with a focus on smart electronic energy-saving features and new designs Sustainable trend informs players' approaches

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Young family-centred incentives and features to push retail volume sales Sustainable and health and wellness features to the fore Promotional programmes to push the momentum of e-commerce

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