



Dishwashers in Vietnam

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Preference for hand dishwashing and budget concerns limit consumer interest in dishwashers
- Players intensify the competitive landscape by widening the product offer
- Specialist retailers expand coverage for dishwashers

PROSPECTS AND OPPORTUNITIES

- The demand for dishwashers is set to benefit from cultural change and innovative and hygiene-related features
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Consumer Appliances in Vietnam - Industry Overview

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