



Euromonitor
International

Food Preparation Appliances in Vietnam

January 2024

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Food Preparation Appliances in Vietnam - Category analysis

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

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