



Portable Players in Vietnam

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for portable players continues to grow, driven by wireless speakers

Vintage designs and eco-friendly materials appeal to younger consumers

Players launch innovative products in dynamic competitive landscape

PROSPECTS AND OPPORTUNITIES

Wireless speakers to continue to drive category growth over forecast period

AI integration set to become increasingly prevalent

Strong future growth for e-commerce as wireless speakers suitable for home delivery

CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2019-2024

Table 2 - Sales of Portable Players by Category: Value 2019-2024

Table 3 - Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 4 - Sales of Portable Players by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Portable Players: % Volume 2020-2024

Table 6 - LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 7 - Distribution of Portable Players by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 9 - Forecast Sales of Portable Players by Category: Value 2024-2029

Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Consumer Electronics in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/portable-players-in-vietnam/report.