

Consumer Appliances in Vietnam

January 2024

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Ongoing growth supported by wider range of brands becoming available

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Front-loading and larger capacity washing machines are preferred

PROSPECTS AND OPPORTUNITIES

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Safety and energy-efficiency are key factors in consumers' purchasing decisions

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Health-conscious consumers shun microwaves in favour of other cooking methods

PROSPECTS AND OPPORTUNITIES

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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

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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

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Small Cooking Appliances in Vietnam

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Series of new developments seen in air-fryers
Multifunctional appliances continue to attract consumers

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Smart features and appealing designs expected to lead developments
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Core cleaning features remain key to consumers' demands

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