



Consumer Appliances in Vietnam

January 2024

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PROSPECTS AND OPPORTUNITIES

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

PROSPECTS AND OPPORTUNITIES

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- Trendy designs and personalised appliances attract the attention of younger generations

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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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

Small cooking appliances well-suited to online channels

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