

# Mobile Phones in Vietnam

July 2023

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## Mobile Phones in Vietnam - Category analysis

### KEY DATA FINDINGS

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Smartphone dropped in 2022

Brands launched various new smartphone in Vietnam

Distribution landscape continues to expand as Vietnam shows large appetite for smartphones

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Smartphones predicted to deliver strong growth over the forecast period

Smartphone design and screen quality likely to be refreshed and upgraded

E-commerce offering good value and greater convenience

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