



# Home Laundry Appliances in Vietnam

January 2024

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## Home Laundry Appliances in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low demand continues, with a very small improvement in sales from last year  
Players launch new high-tech models to attract the attention of affluent consumers  
Front-loading and larger capacity washing machines are preferred

#### PROSPECTS AND OPPORTUNITIES

Further scope for growth over the forecast period, with volume expected to creep back into a positive performance  
Consumption-saving features and specialised garment care expected to rise in popularity  
Omnichannel options cater for a wider range of consumers' needs

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