



Air Treatment Products in Vietnam

January 2024

Table of Contents

Air Treatment Products in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot weather and wide range of options drive demand for air treatment products
Strong competition among local brands on quality-to-price and global brands on high-tech specs
Promotional programmes offered by brands across all platforms

PROSPECTS AND OPPORTUNITIES

Sales will continue to be supported by ongoing urbanisation and wider ranges of products available
Added features will attract consumers in the upper-mid to premium segments
Omnichannel remains important for air treatment products

CATEGORY DATA

Table 1 - Sales of Air Treatment Products by Category: Volume 2018-2023
Table 2 - Sales of Air Treatment Products by Category: Value 2018-2023
Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 8 - Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 9 - Production of Air Conditioners: Total Volume 2018-2023
Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Consumer Appliances in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24 - Sales of Small Appliances by Category: Volume 2018-2023
Table 25 - Sales of Small Appliances by Category: Value 2018-2023
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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