



# Food Preparation Appliances in Vietnam

January 2024

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## Food Preparation Appliances in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth continues for food preparation appliances, thanks to ongoing healthy eating trends and retailer expansion

Social media remains a key strategy for promotions through influencers and KOLs

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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