



Euromonitor
International

Home Laundry Appliances in Vietnam

January 2024

Table of Contents

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

CATEGORY DATA

- Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
- Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023
- Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
- Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
- Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
- Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
- Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
- Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
- Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
- Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
- Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023
- Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
- Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
- Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
- Table 16 - Forecast Sales of Home Laundry Appliances 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 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
- Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

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

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
Table 28 - Sales of Small Appliances by Category: Value 2018-2023
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-laundry-appliances-in-vietnam/report.