



Dishwashers in Vietnam

January 2024

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Dishwashers in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers see sluggish growth due to prevailing trends for handwashing dishes

German Bosch officially joins the Vietnamese territory

Ongoing growth supported by wider range of brands becoming available

PROSPECTS AND OPPORTUNITIES

Steady ongoing volume growth expected, as the category still has room to develop

Further developments expected in smart features and enhanced cleaning

Potential for omnichannel sales thanks to growth of retailers in Vietnam

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