

Air Treatment Products in Vietnam

January 2024

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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

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