

# Food Preparation Appliances in Vietnam

January 2024

Table of Contents

### 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

E-commerce is well-suited to smaller appliances, with the omnichannel remaining relevant for high-end appliances

#### CATEGORY DATA

Table 1 - Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 2 - Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 3 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 6 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 7 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 8 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 9 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 10 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Food Preparation 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 12 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 13 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 14 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 15 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 16 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 17 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 18 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 22 - Sales of Small Appliances by Category: Volume 2018-2023

Table 23 - Sales of Small Appliances by Category: Value 2018-2023

Table 24 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 25 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 27 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 28 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 29 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 30 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 31 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 32 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 33 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 34 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 36 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 37 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 40 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 41 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 42 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 43 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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