

# Large Cooking Appliances in Vietnam

January 2024

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# Large Cooking Appliances in Vietnam - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Large cooking appliances remains in a negative slump due to long lifecycles and low interest in innovations Brands vie for attention with new developments Safety and energy-efficiency are key factors in consumers' purchasing decisions

#### PROSPECTS AND OPPORTUNITIES

Large cooking appliances expected to return to positive volume growth Local players to find the "value for money" sweet spot, while international brands focus on premium quality Ongoing potential for sales thanks to cross-category growth trends

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