



Euromonitor  
International

# Mobile Phones in Vietnam

July 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

High penetration and a lack of upgrading prevent growth  
Samsung extends its lead, but Apple sees the strongest increase due to localisation  
Dynamic growth for retail e-commerce due to promotions, reliable delivery, and exclusive colours

### PROSPECTS AND OPPORTUNITIES

Despite ongoing struggles in the early forecast period, a strong rebound is subsequently anticipated  
Ongoing innovation likely to contribute to growth  
Growth potential for child-friendly devices with a long battery life and attractive aesthetic

### CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025  
Table 2 - Sales of Mobile Phones by Category: Value 2020-2025  
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025  
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025  
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025  
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025  
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025  
Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025  
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030  
Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030  
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030  
Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030  
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

## Consumer Electronics in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture  
2025 key trends  
Competitive landscape  
Channel developments  
What next for consumer electronics?

### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025  
Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025  
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025  
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025  
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025  
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025  
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025  
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030  
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030  
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030  
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

### DISCLAIMER

### 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/mobile-phones-in-vietnam/report](http://www.euromonitor.com/mobile-phones-in-vietnam/report).