

# Electrical & Electronics Retail in Vietnam

<https://marketpublishers.com/r/EEF2E458FFBEN.html>

Date: February 2018

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: EEF2E458FFBEN

## Abstracts

Electrical & Electronics Retail in Vietnam

### SUMMARY

Electrical & Electronics Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Vietnam electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The electrical and electronics retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car

entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The Vietnamese electrical and electronics retail market is expected to generate total revenue of \$7.4bn in 2017, representing a compound annual growth rate (CAGR) of 11.6% between 2013 and 2017.

The communications equipment segment is expected to be the market's most lucrative in 2017, with total revenue of \$4.3bn, equivalent to 58.1% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years. The smartphone's popularity has also contributed to the strength of the communications equipment segment.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the electrical & electronics retail market in Vietnam

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the electrical & electronics retail market in Vietnam

Leading company profiles reveal details of key electrical & electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam electrical & electronics retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Vietnam electrical & electronics retail market by value in 2017?

What will be the size of the Vietnam electrical & electronics retail market in 2022?

What factors are affecting the strength of competition in the Vietnam electrical & electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Vietnam's electrical & electronics retail market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market distribution  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Mobile World Investment Joint Stock Company  
Nguyen Kim Trading Joint Stock Company  
Tran Anh Digital World  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Vietnam electrical & electronics retail market value: \$ million, 2013-17(e)

Table 2: Vietnam electrical & electronics retail market category segmentation: \$ million, 2017(e)

Table 3: Vietnam electrical & electronics retail market geography segmentation: \$ million, 2017(e)

Table 4: Vietnam electrical & electronics retail market distribution: % share, by value, 2017(e)

Table 5: Vietnam electrical & electronics retail market value forecast: \$ million, 2017-22

Table 6: Mobile World Investment Joint Stock Company: key facts

Table 7: Mobile World Investment Joint Stock Company: key financials (\$)

Table 8: Mobile World Investment Joint Stock Company: key financials (VND)

Table 9: Mobile World Investment Joint Stock Company: key financial ratios

Table 10: Nguyen Kim Trading Joint Stock Company: key facts

Table 11: Tran Anh Digital World: key facts

Table 12: Tran Anh Digital World: key financials (\$)

Table 13: Tran Anh Digital World: key financials (VND)

Table 14: Tran Anh Digital World: key financial ratios

Table 15: Vietnam size of population (million), 2013-17

Table 16: Vietnam gdp (constant 2005 prices, \$ billion), 2013-17

Table 17: Vietnam gdp (current prices, \$ billion), 2013-17

Table 18: Vietnam inflation, 2013-17

Table 19: Vietnam consumer price index (absolute), 2013-17

Table 20: Vietnam exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

Figure 1: Vietnam electrical & electronics retail market value: \$ million, 2013-17(e)

Figure 2: Vietnam electrical & electronics retail market category segmentation: % share, by value, 2017(e)

Figure 3: Vietnam electrical & electronics retail market geography segmentation: % share, by value, 2017(e)

Figure 4: Vietnam electrical & electronics retail market distribution: % share, by value, 2017(e)

Figure 5: Vietnam electrical & electronics retail market value forecast: \$ million, 2017-22

Figure 6: Forces driving competition in the electrical & electronics retail market in Vietnam, 2017

Figure 7: Drivers of buyer power in the electrical & electronics retail market in Vietnam, 2017

Figure 8: Drivers of supplier power in the electrical & electronics retail market in Vietnam, 2017

Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Vietnam, 2017

Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Vietnam, 2017

Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Vietnam, 2017

Figure 12: Mobile World Investment Joint Stock Company: revenues & profitability

Figure 13: Mobile World Investment Joint Stock Company: assets & liabilities

Figure 14: Tran Anh Digital World: revenues & profitability

Figure 15: Tran Anh Digital World: assets & liabilities

### COMPANIES MENTIONED

Mobile World Investment Joint Stock Company

Nguyen Kim Trading Joint Stock Company

Tran Anh Digital World

## I would like to order

Product name: Electrical & Electronics Retail in Vietnam

Product link: <https://marketpublishers.com/r/EEF2E458FFBEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EEF2E458FFBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970