

# Vietnam Computer Keyboard Import Guide 2023-2025

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## Abstracts

To help global computer keyboard manufacturers, exporters, and related suppliers efficiently expand into the Vietnamese market, CRI releases the “Vietnam Computer Keyboard Import Guide 2023-2025”. The guide provides an overview of the Vietnamese Computer Keyboard industry, import market, and import company information for the period.

Importing companies are of various types, including brand and manufacturer representatives, IT component distributors, retail and e-commerce platforms, system integrators etc. This guide features the top 10 importing companies, including company profiles, contact information, and important information such as import volume, value, price, import resources, and major suppliers for 2023-2025 (including Excel data source).

The publication of the 'Vietnam Computer Keyboard Import Guide 2023-2025' aims to provide computer keyboard exporters with precise customer acquisition channels, helping them expand into the Vietnamese market more efficiently. It also provides valuable decision-making insights for international trading companies and investment institutions, helping them optimize their regional supply chain strategies. This guide will help suppliers stay abreast of Vietnamese market trends, mitigate potential risks, and enhance their international competitiveness.

## Industry Overview

The computer keyboard industry is an important part of Vietnam's information and communication technology (ICT) hardware sector, widely used in office, education, gaming, and manufacturing industries.

With Vietnam's digital transformation, remote work, and the development of the e-sports

industry, the demand for keyboard products continues to grow.

Vietnam's domestic computer keyboard production is mainly concentrated in foreign-invested electronics contract manufacturers (such as Foxconn, Lite-On, and Quanta Computer) and some peripheral assembly companies. However, most of these products are for export or as components for laptops, and the domestic market still relies heavily on imports for keyboard supply.

Keyboard manufacturing is mainly concentrated in electronics industry clusters in Bac Ninh, Bac Giang, Thai Nguyen, Binh Duong, and Dong Nai provinces.

The Vietnamese keyboard industry has formed a multi-tiered supply chain comprised of brand agents, ICT distributors, and e-commerce retailers.

Market demand primarily comes from four sectors: personal office, education, esports, and corporate procurement. With the increasing prevalence of remote work and online education, demand in the office and education markets continues to grow. The esports boom has significantly boosted sales of mechanical keyboards and RGB backlit keyboards. Corporate and government projects have also generated stable bulk demand.

In the next few years, the average annual growth rate will be expected to remain between 7% and 9%.

## **Import Market Overview**

The demand for computer keyboards in Vietnam is growing, with local manufacturers mainly assembling and OEM, while some mid-to-high-end products rely on imports.

According to CRI analysis, Vietnamese computer keyboard import market has seen continuous growth in recent years, driven by the expansion of Vietnam's IT, office automation, e-commerce, and e-sports industries. Due to limited local keyboard manufacturing capacity, the market supply is still dominated by imports, which cover multiple subcategories including office keyboards, e-sports keyboards, mechanical keyboards, wireless keyboards, and laptop replacement keyboards.

Vietnam's computer keyboard imports continue to increase, with rapid growth..

According to CRI statistics, approximately 954 importers in Vietnam imported computer

keyboard in 2024, totaling US\$157 million, a 46.6% year-on-year increase. According to CRI analysis, Vietnam's total computer keyboard imports reached US\$304 million from January to September 2025, an increase of over 150% compared to the same period in 2024. China and Thailand were Vietnam's top two import sources of computer keyboard, accounting for approximately 65.0% and 7.0% of total imports respectively from January to September 2025.

## **Overview of Foreign Investment in Vietnam's Computer Keyboard Industry**

**Investment Background** In recent years, the global electronics manufacturing industry, especially the computer and peripheral supply chain, has shown a trend of 'decentralization' and 'diversification'. International brands and contract manufacturers have adopted the 'China + 1' strategy, transferring some of their production capacity to Vietnam to diversify supply chain risks.

Vietnam has become a new investment hotspot for computer keyboards and accessories due to its lower labor costs, well-established electronic component industry, and free trade agreements with major markets (the United States, the European Union, and Japan).

### **Investment Advantages**

1. **Political Stability and Rapid Economic Development.** The Vietnamese government has strong governing capabilities, consistent policies, and a focus on economic development and improving people's livelihoods.
2. **Relatively Low Labor Costs.**
3. **Strategically located in the eastern part of the Indochina Peninsula, with a 3,260-kilometer coastline and numerous ports, transportation is convenient.**
4. **Relatively relaxed policies and regulations provide foreign investors with comprehensive legal protections and generous preferential policies.**
5. **Vietnam has a high level of openness to the outside world, with 19 free trade agreements signed or in progress. Investors can use platforms such as RCEP and the China-ASEAN Free Trade Area to explore a broader international market.**

### **Investment Regulations**

According to Vietnam's revised investment law, foreign investment is permitted in the computer manufacturing industry. Vietnamese investment regulations allow for both direct and indirect investment, such as wholly foreign-owned enterprises, joint ventures, financing deals, and mergers and acquisitions.

### **Guide Highlights:**

#### Comprehensive Coverage:

This directory includes major importers in Vietnam, including brand and manufacturer representatives, IT component distributors, retail and e-commerce platforms, system integrators etc.

#### Detailed Information:

Including basic information of the TOP10 importers, contact information, import quantity, import value, price, import source and main suppliers.

#### Product Focus:

With data-driven and market-oriented approach, we focus on key industries and conduct in-depth analysis of Vietnam's import policies, market demand and major sources of supply. Whether you are a foreign trade company, an investment institution, or a practitioner upstream or downstream of the industrial chain, you can quickly find reliable information and practical strategies here.

#### Efficient Connectivity:

The guide has a clear format and includes Excel data, which facilitates quick screening, group management and batch contact, helping global suppliers to efficiently connect with the Vietnamese market.

#### Market Value:

The guide includes an overview of Vietnam's computer keyboard industry, an overview of the import market, and a brief analysis of market demand trends, helping global suppliers seize the Vietnamese market and opportunities.

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