

# Vietnam Instant Camera Export Guide 2023-2026

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## Abstracts

To help global purchasers, traders and supply chain management companies accurately grasp market opportunities in Vietnam, CRI releases the 'Vietnam Instant Camera Export Guide 2023-2026.' The guide provides an overview of the Vietnamese instant camera industry, export market and export company information for the period.

The types of exporting companies are diverse, including camera brand manufacturers, OEM manufacturers, digital product distributors and traders. This guide features the top 10 exporting companies, including company profiles, contact information and key information such as export volume, value, price, export origin, and major suppliers for 2023-2026 (including Excel data source).

The publication of the 'Vietnam Instant Camera Export Guide 2023-2026' aims provide global purchasers and traders with authoritative and systematic information on Vietnam instant camera exports, helping them quickly find reliable supply channels in Vietnam and shorten the market research and matching cycle. It also provides valuable decision-making references for international trading companies and investment institutions.

## Industry Overview

An instant camera (also known as a 'Polaroid' or 'instant-print' camera) is a type of camera that ejects a photograph directly within seconds of the shutter being pressed, with the image developing fully within a few minutes.

Vietnam has not yet established a comprehensive ecosystem of indigenous brands and technological capabilities within the instant imaging camera sector. Its role in the industry remains primarily concentrated in the low-to-mid-range manufacturing and assembly segments. The industry's development relies on foreign-invested electronics manufacturing companies setting up factories in Vietnam.

Instant cameras manufactured in Vietnam are primarily exported to markets in Europe, the Americas, and Asia—including the United States, Japan, Europe, and select Southeast Asian nations—operating predominantly under OEM/ODM models. These products typically reach end-consumer markets through established brand channels, such as imaging brand owners, e-commerce platforms, and traditional retailers.

The instant-imaging camera industry in Vietnam is currently dominated by foreign-invested EMS (Electronic Manufacturing Services) and ODM (Original Design Manufacturer) firms, which lead the production landscape. Meanwhile, supply chain enterprises associated with Japanese, European, and American brands control the flow of orders and technology. Local enterprises, conversely, primarily engage in lower-value-added segments such as assembly, component manufacturing, and logistics.

In recent years, a portion of manufacturing capacity for imaging and consumer electronics products has shifted from China to Vietnam, primarily concentrating on labor-intensive assembly and low-to-mid-range manufacturing segments.

Looking ahead, as global electronics manufacturing continues to expand its footprint in Southeast Asia, the industry is poised for continued growth. However, its growth model is expected to remain centered on contract manufacturing and supply chain support functions.

## **Export Market Overview**

The export market for instant camera from Vietnam continues to expand, exhibiting rapid growth.

According to CRI analysis, the scale of Vietnam's instant camera exports has maintained rapid growth in recent years. This growth is primarily driven by a confluence of factors, including rising consumer demand, the widespread adoption of imaging products, and the shifting of supply chains toward Southeast Asia.

According to CRI statistics, approximately 15 suppliers in Vietnam exported instant camera in 2024, totaling US\$ 22.50 million, an increase of 54.8% year-on-year. In 2025, the value of Vietnam's instant camera exports reached US\$ 27.13 million, an increase of approximately 20.6% year-on-year.

United State, Netherland and China are Vietnam's top three export destinations for

instant camera.

According to CRI analysis, United State, Netherland and China are Vietnam's top three export destinations for instant camera, accounting for approximately 38.8%?19.9% and 12.5% of total exports respectively in 2025.

In the future, as global electronics manufacturing shifts its footprint toward Southeast Asia, Vietnam is poised to further expand its market share in the assembly of consumer imaging devices; consequently, Vietnam's export market for instant cameras is expected to maintain its upward growth trajectory.

## **Overview of Foreign Investment in Vietnam's Instant Camera Industry**

**Investment Background** The instant camera industry is characterized by a typical 'brand-led, Asia-manufactured' model. The global market has long been dominated by Japanese imaging companies; notably, brands such as Fujifilm and Polaroid control the core product portfolios and distribution channels.

In recent years, against the backdrop of restructuring of the global consumer electronics supply chain, changes in the international trade environment, and rising manufacturing costs, some imaging equipment manufacturers have begun to transfer low-end assembly and labor-intensive production processes to Vietnam in order to reduce manufacturing costs and diversify supply chain risks.

### **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**

In accordance with Vietnam's Law on Investment and other relevant regulations, the electronic product manufacturing sector in Vietnam is not classified as a prohibited or restricted industry. Foreign investors may establish enterprises in the form of wholly foreign-owned entities or joint ventures. Eligible projects may benefit from preferential corporate income tax rates, tax exemption periods, preferential tariffs on imported equipment and raw materials, as well as preferential land-use policies within high-tech parks or key industrial zones.

### **Guide Highlights:**

#### Comprehensive Coverage:

This directory includes major exporters in Vietnam, including camera brand manufacturers, OEM manufacturers, digital product distributors and traders.

#### Detailed Information:

Including basic information of the TOP10 exporters, such as: contact information, export quantity, export value, price, export destinations and main buyers.

#### Product Focus:

With data-driven and market-oriented approach, we focus on key industries and conduct in-depth analysis of Vietnam's export policies, market supply and major destinations of exports. 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 buyers to efficiently connect with the Vietnamese market.

#### Market Value:

The guide includes an overview of Vietnam's instant camera industry, an overview of the export market, and a brief analysis of market supply trends, helping global buyers seize the Vietnamese market and opportunities.

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