

Vietnam Laptop Import Guide 2023-2025

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Abstracts

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

Importing companies are of various types, including international brands, local distributors, ICT distributors, retail and e-commerce platforms, and corporate and institutional importers 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 Laptop Import Guide 2023-2025' aims to provide laptop 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

Vietnam's laptop industry has experienced rapid growth in recent years, benefiting from the country's digitalization process, manufacturing relocation, and sustained growth in consumer electronics demand.

Market demand is primarily driven by consumption upgrades, digitalization of education and office work, and the rapid growth of gaming and creative groups. With the

increasing prevalence of remote work, online learning, and home entertainment, consumer demand for thin, light, and high-performance laptops continues to rise. Students and parents have driven stable sales of mid-to-low-priced models. Furthermore, bulk purchases by enterprises undergoing digital transformation and government education projects have provided stable support for the laptop market.

Vietnam has become an important emerging global hub for laptop OEM manufacturing. International electronics giants such as Quanta, Compal, Wistron, and Foxconn have expanded their notebook assembly plants in Vietnam in recent years to fulfill global orders from brands like Apple, HP, Dell, and Lenovo.

However, Vietnam's localization level remains limited. Core notebook components such as processors, graphics cards, and high-end display panels rely on imports, and the overall integrity of the supply chain needs improvement.

The northern provinces of Bac Ninh, Bac Giang, and Quang Ninh have formed relatively concentrated electronics manufacturing clusters, attracting foreign investment with their mature industrial parks and abundant labor force.

Vietnam possesses significant competitive advantages in the global notebook computer manufacturing chain. Its labor costs remain attractive compared to some regions in China, and the government offers tax and land incentives for high-tech and export-oriented manufacturing industries, creating a favorable investment environment.

Import Market Overview

The demand for laptop in Vietnam is growing, with domestic production primarily focused on assembly and OEM manufacturing, while some mid-to-high-end products rely on imports.

According to CRI analysis, Vietnamese laptop market has maintained steady growth in recent years, with imports being the main source of supply. As the domestic electronics manufacturing industry remains primarily focused on assembly and OEM production, local companies have limited capabilities in laptop design and core component manufacturing. Therefore, the laptop products circulating in the market mainly rely on imports. Brands and assembled products from China, Taiwan, South Korea, Japan, and the United States almost entirely dominate the Vietnamese market.

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

According to CRI statistics, approximately 830 importers in Vietnam imported laptop in 2024, totaling US\$523 million, a year-on-year increase of 16%. According to CRI analysis, Vietnam's total Laptop imports reached US\$647 million from January to September 2025, an increase of approximately 68.9% compared to the same period in 2024. China, Hong Kong and Singapore were Vietnam's top three import sources of Laptop, accounting for approximately 84%, 5% and 3% of total imports respectively from January to September 2025.

Overview of Foreign Investment in Vietnam's Laptop Industry

Investment Background Over the past decade, with the US-China trade friction and the restructuring of global supply chains, Vietnam has gradually become an important production base for electronic products, especially laptops, mobile phones, and display devices. Major international brands and contract manufacturers have shifted or expanded their production capacity from China and Taiwan to Vietnam, forming a clear trend of 'production capacity relocation and investment concentration'.

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 new investment law, foreign investment is permitted in the

laptop computer 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 international brands, local distributors, ICT distributors, retail and e-commerce platforms, and corporate and institutional importers 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 laptop 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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