

Vietnam Refrigerator Import Guide 2023-2025

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Abstracts

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

Importing companies are of various types, including home appliance distribution and retail companies, local home appliance manufacturers, international brands 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 Refrigerator Import Guide 2023-2025' aims to provide refrigerator 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 refrigerator industry has maintained steady growth in recent years, benefiting from economic development, accelerated urbanization, rising household incomes, and the modernization of residents' lifestyles.

As a crucial component of durable consumer goods, refrigerators have seen continuous market demand in Vietnam, exhibiting characteristics of both widespread adoption and premiumization.

With the increasing proportion of the urban population, the expansion of the middle class, and the trend towards smaller households, refrigerator penetration in urban households has exceeded 90%, while penetration rates in rural areas are also rapidly increasing.

The Vietnamese refrigerator industry is dominated by foreign-invested enterprises, but local manufacturing capabilities continue to strengthen. LG Electronics and Samsung have large-scale home appliance production bases in Hai Phong and Thai Nguyen provinces, with products mainly exported to Southeast Asia and European and American markets.

Approximately 60% of refrigerators in the Vietnamese market are domestically produced, with the remainder relying on imports, primarily from China, Thailand, Japan, and South Korea. Imported models are mainly high-end multi-door, French-door, and smart inverter refrigerators.

In the next years, with rising household incomes, increased electricity penetration, and expanding e-commerce penetration, the Vietnamese refrigerator market is expected to maintain an average annual growth rate of 6-8%.

Import Market Overview

The demand for refrigerator in Vietnam is growing. But its domestic manufacturing capacity is limited, leading to a high dependence on imports..

According to CRI analysis, Vietnam's refrigerator import market has maintained steady growth, mainly driven by rising consumer spending, accelerated urbanization, and expanding demand for high-end home appliances. Despite increasing local production capacity, Vietnam remains heavily reliant on imports for mid-to-high-end products and some key components. Imported refrigerators primarily meet the needs of high-income families, commercial establishments, and high-end residential projects, while also supplementing the shortcomings of domestically produced products.

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

According to CRI statistics, approximately 140 importers in Vietnam imported refrigerator in 2024, totaling US\$224 million, a year-on-year increase of 23.6%. According to CRI analysis, Vietnam's total refrigerator imports reached US\$177 million

from January to September 2025, basically the same as the same period in 2024. China and Thailand were Vietnam's top two import sources of refrigerator, accounting for approximately 38.2% and 28.4% of total imports respectively from January to September 2025.

Overview of Foreign Investment in Vietnam's Refrigerator Industry

Investment Background Vietnam boasts low manufacturing costs, a favorable geographical location, well-developed free trade policies, and a huge potential consumer market. Furthermore, Vietnam has signed free trade agreements with many countries, providing tariff preferences and market access facilitation for the export of refrigerators and components. In addition, with the expansion of the middle class and the upgrading of home appliance consumption, Vietnam's domestic refrigerator market is also experiencing continuous growth, providing new market opportunities for foreign investment.

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

The Vietnamese government maintains an open policy towards foreign investment in the home appliance manufacturing sector. According to the Investment Law (2020 edition), refrigerator manufacturing is classified as an encouraged industry, allowing

foreign companies to establish wholly foreign-owned subsidiaries without shareholding restrictions. Furthermore, foreign businesses can enjoy various preferential policies, including tariff reductions.

Guide Highlights:

Comprehensive Coverage:

This directory includes major importers in Vietnam, including home appliance distribution and retail companies, local home appliance manufacturers, international brands 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 refrigerator 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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