

Vietnam Touchscreen Import Guide 2023-2025

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Abstracts

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

Importing companies are of various types, including foreign-invested OEM/ODM manufacturers, local electronic assembly and component manufacturers, monitor brand manufacturers 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 Touchscreen Import Guide 2023-2025' aims to provide touchscreen 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 touchscreen industry has experienced rapid growth in recent years, driven by the global shift in electronics manufacturing and the growth of local consumer electronics.

Vietnam's touchscreen industry primarily serves downstream sectors such as smartphones, tablets, laptops, automotive electronics, industrial control equipment, and

smart home appliances. With major electronics manufacturers like Samsung, Apple, LG, BOE, Innolux, and Foxconn expanding their production footprint in Vietnam, the demand for localized touchscreens and related components is rapidly increasing.

Vietnam's touchscreen manufacturing industry is dominated by foreign-invested enterprises, while local companies are mostly concentrated in assembly, packaging, and simple processing. For example, companies such as TPK, O-Film, and Innolux supply touch modules and display integration products.

The primary demand for touchscreens comes from electronics assembly plants, particularly smartphone, laptop, and tablet manufacturers. Brands such as Samsung Vietnam, Apple supply chain companies, OPPO, and Xiaomi all have assembly bases in Vietnam, leading to a continuous increase in demand for touchscreen modules. Meanwhile, emerging sectors such as automotive electronics, smart retail equipment (POS machines, self-service terminals), educational tablets, and medical devices are also expanding their application of touch displays.

Vietnam's touchscreen industry is experiencing rapid expansion, benefiting from the eastward shift of the global manufacturing center and the development of a robust local electronics industry cluster. Looking ahead, with increased localization of upstream materials and equipment and continued foreign investment, the industry is expected to transform from 'assembly and processing' to 'technology manufacturing.'

Import Market Overview

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

According to CRI analysis, Vietnam's touchscreen imports have continued to grow in recent years, mainly driven by the rapid expansion of the smartphone, laptop, tablet, and automotive electronics manufacturing industries. Due to limited local production capacity for upstream materials and high-precision equipment, Vietnam's touchscreen supply chain remains highly dependent on imports, particularly for key components such as touch sensor glass, ITO film, driver ICs, and touch modules.

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

According to CRI statistics, approximately 172 importers in Vietnam imported Touchscreen in 2024, totaling US\$856 million, a year-on-year increase of over 150%.

According to CRI analysis, Vietnam's total touchscreen imports reached US\$955 million from January to September 2025, an increase of 40.2% compared to the same period in 2024. China was Vietnam's largest import sources of touchscreen, accounting for approximately 91.2% of total imports from January to September 2025.

Overview of Foreign Investment in Vietnam's Touchscreen Industry

Investment Background Touchscreens are a crucial component in smartphones, laptops, tablets, and automotive displays, and their deployment has expanded in tandem with the relocation of OEMs. Since supply chain companies of Samsung, LG, and Apple (such as Luxshare Precision, BYD Electronics, and O-Film) established operations in Vietnam, local demand for touch modules and display components has surged, attracting numerous companies from China, South Korea, Japan, and Taiwan to invest and set up factories.

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 attaches great importance to attracting foreign investment in the electronics and high-tech industries, listing it as one of the priority areas in the 'National Industrial Development Strategy 2021–2030.' According to Vietnam's Investment Law, projects involving the production of touchscreens, displays, and related

electronic components are generally recognized as 'high-tech industries' and enjoy investment incentive policies, allowing for 100% wholly foreign-owned investment.

Guide Highlights:

Comprehensive Coverage:

This directory includes major importers in Vietnam, including foreign-invested OEM/ODM manufacturers, local electronic assembly and component manufacturers, monitor brand manufacturers 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 touchscreen 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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