

Vietnam Kitchen Furniture Market By Furniture Type (Kitchen Cabinets, Kitchen Chairs, Kitchen Tables, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Vietnam Kitchen Furniture Market was valued at USD 221.42 Million in 2024 and is expected to reach USD 359.44 Million by 2030 with a CAGR of 8.47% during the forecast period. The Vietnamese kitchen furniture market is projected to grow steadily during the forecast period, driven by rapid urbanization and the continuous development of residential buildings, apartments, and other infrastructure projects. As Vietnam's economy strengthens and living standards rise, the demand for modern, functional kitchen furniture is increasing significantly. Consumers are increasingly looking for stylish and practical kitchen solutions that enhance both aesthetics and efficiency. Evolving lifestyles and emerging design trends are influencing purchasing decisions, with a strong focus on space optimization, smart storage systems, and the use of durable, high-quality materials.

Key Market Drivers

Rapid Urbanization and Real Estate Development

Vietnam's accelerated urbanization is significantly boosting demand in the kitchen furniture market. As more people move to urban centers such as Hanoi, Ho Chi Minh

City, and Da Nang, the need for modern housing and well-equipped kitchens has surged. This urban migration is not only expanding residential construction but also increasing the number of apartment complexes and smart homes, all of which require fitted, space-efficient, and stylish kitchen furniture. The Vietnamese government's investments in infrastructure and housing for middle-income and young families have further spurred real estate development. These urban dwellers tend to favor modular, functional, and aesthetically appealing kitchen units that complement compact living spaces. Moreover, the rise of high-rise apartment buildings creates a need for tailored kitchen designs that optimize smaller kitchen areas. This leads to growing demand for modular cabinets, integrated appliances, and custom-made furniture. Additionally, with urbanization comes exposure to global design trends and changing consumer tastes. According to Vietnam's General Statistics Office, retail sales of goods and services increased by 7.9% year-on-year in August 2024. This growth is expected to continue during the forecast period, boosting the retail sales volume of kitchen furniture through a positive ripple effect.

Key Market Challenges

Intense Market Competition and Price Sensitivity

The Vietnamese kitchen furniture market is becoming increasingly competitive due to the presence of numerous local manufacturers and the entry of international brands. Local companies often compete aggressively on price, while foreign brands bring advanced designs and higher-quality materials. This creates a highly fragmented market where differentiation is challenging. Vietnamese consumers, especially in lower-tier cities, are often price-sensitive. While there is growing demand for modern and stylish kitchen furniture, many households still prioritize affordability over premium features. As a result, companies are under constant pressure to offer cost-effective products without compromising quality or design. This intense competition can lead to reduced profit margins for manufacturers and retailers. Additionally, smaller businesses may struggle to keep up with the design innovation and marketing capabilities of larger or global players. To succeed, companies must balance competitive pricing with quality assurance and brand value—something not all can afford to do effectively.

Key Market Trends

Growing Popularity of Modular and Customized Kitchens

One of the most prominent trends in Vietnam's kitchen furniture market is the

increasing demand for modular and customized kitchen solutions. As urban living spaces become smaller and more compact, homeowners are looking for kitchen designs that are space-efficient, organized, and tailored to their specific needs. Modular kitchens offer flexibility in layout, efficient storage solutions, and a sleek modern look—qualities that appeal to Vietnam’s growing middle class and younger homeowners. Consumers now seek furniture that complements their interior design preferences while maximizing functionality. Customization options such as color, finish, cabinet style, and built-in appliances allow buyers to personalize their kitchens, making them both stylish and practical. This trend is further driven by the rise of apartment living, where modular designs are better suited for limited spaces. According to Vietnam’s General Statistics Office, the manufacturing sector showed positive growth in August 2024, with a 2% increase compared to the previous month and a 9.5% rise year-on-year. Additionally, from January to August 2024, the industrial production index grew by 8.6% year-on-year.

Key Market Players

Vina Cabinetry

Hangzhou Panaisa Sanitary Ware Co., Ltd.

POGGENPOHL Vietnam

Pacific Craftworks

IKEA Vietnam Co., Ltd.

Truong Thang Co., Ltd.

Star Marine Furniture Company Ltd

Cabinetry factory

ALC Corp. (Casta)

Vietnam Blue Lake Furniture

Report Scope:

Vietnam Kitchen Furniture Market By Furniture Type (Kitchen Cabinets, Kitchen Chairs, Kitchen Tables, Others),...

In this report, the Vietnam Kitchen Furniture Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Kitchen Furniture Market, By Furniture Type:

Kitchen Cabinets

Kitchen Chairs

Kitchen Tables

Others

Vietnam Kitchen Furniture Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Vietnam Kitchen Furniture Market, By Region:

Northern

Southern

Central

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Kitchen Furniture Market.

Available Customizations:

Vietnam Kitchen Furniture Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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