

Vietnam Television Market By Screen Size (Below 39", 40"-49", 50"-59", Above 59"), By Distribution Channel (Online, Offline), By Display Size (LED, OLED, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Vietnam Television Market was valued at USD 762.34 Million in 2024 and is expected to reach USD 1077.81 Million by 2030 with a CAGR of 5.94% during the forecast period. The Vietnam television market is growing rapidly, driven by rising disposable incomes, increasing urbanization, and expanding digital infrastructure. Smart TVs dominate the market due to consumer demand for internet connectivity and streaming services. Leading global brands such as Samsung, LG, and Sony compete with local players offering affordable alternatives. The transition from traditional cable to over-the-top (OTT) platforms is reshaping viewership patterns, with services like Netflix and VieON gaining popularity.

Key Market Drivers

Rising Disposable Income and Urbanization

Vietnam's economic growth has led to an increase in disposable income, allowing more consumers to invest in high-quality televisions. With urbanization accelerating, middle-class households are expanding, particularly in cities like Ho Chi Minh City and Hanoi, where modern lifestyles drive demand for advanced home entertainment systems. The World Bank reports that Vietnam's GDP per capita has steadily increased, reaching approximately USD 4,000 in 2023, fueling consumer spending on electronics. As a result, smart TVs and premium models with features such as OLED, 4K UHD, and AI integration are becoming more popular, replacing traditional CRT and LED televisions in

urban households.

Shift Toward Digital and Streaming Platforms

The Vietnamese television market is experiencing a significant transformation with the shift from traditional cable and satellite TV to digital and streaming services. Over-the-top (OTT) platforms like Netflix, VieON, FPT Play, and iQIYI have gained traction as internet penetration surpasses 70% nationwide. Young, tech-savvy consumers prefer on-demand content over scheduled programming, driving the demand for smart TVs with built-in streaming capabilities. Government initiatives supporting digital transformation, including the adoption of DVB-T2 (Digital Video Broadcasting - Second Generation Terrestrial) for free-to-air broadcasting, have further accelerated this shift, making digital television and streaming services the primary entertainment sources for many Vietnamese households.

Technological Advancements and Smart TV Adoption

Innovation in television technology is a major growth driver, with manufacturers introducing advanced features such as 8K resolution, OLED and QLED panels, AI-powered voice assistants, and high refresh rate displays. Brands like Samsung, LG, and Sony dominate the premium segment, while Chinese and Vietnamese manufacturers offer budget-friendly alternatives with smart capabilities. The increasing integration of AI and IoT into smart TVs has enhanced user experience, enabling seamless connectivity with smart home devices. According to market reports, smart TVs account for over 60% of total TV sales in Vietnam, reflecting strong consumer preference for connected entertainment solutions over conventional television sets.

Government Policies and Local Manufacturing Growth

Vietnam's government has implemented policies promoting local electronics manufacturing, reducing import dependence, and fostering industry growth. Tax incentives, foreign direct investment (FDI) policies, and free trade agreements (FTAs) have attracted global TV manufacturers to set up production facilities in the country. Companies like Samsung and LG have established large-scale manufacturing plants, boosting domestic supply and exports. Additionally, government initiatives to expand 5G infrastructure and improve broadband accessibility further support television market growth by enhancing streaming quality and digital adoption. As a result, both global and local brands benefit from a favorable regulatory environment that encourages innovation, competition, and affordability in the Vietnamese TV market.

Key Market Challenges

Price Sensitivity and Competition from Low-Cost Alternatives

Vietnamese consumers are highly price-sensitive, creating challenges for premium television brands that rely on high-margin products. While brands like Samsung, LG, and Sony dominate the high-end segment, competition from Chinese manufacturers such as TCL, Xiaomi, and Hisense has intensified due to their ability to offer feature-rich smart TVs at lower prices. Additionally, domestic brands are entering the market with affordable models tailored to local consumer preferences. This competitive landscape forces global players to balance innovation with affordability, often leading to price wars and reduced profit margins. Many consumers still prioritize budget considerations over advanced technology, slowing the adoption of premium OLED and 8K TVs. To address this challenge, manufacturers must invest in localized marketing strategies, flexible pricing, and installment payment options to attract cost-conscious buyers.

Slow Transition from Traditional to Digital Viewing

Despite the rapid growth of digital platforms, a significant portion of Vietnam's population, especially in rural areas, still relies on traditional cable and terrestrial television. Limited digital literacy, inconsistent internet connectivity, and resistance to change hinder the widespread adoption of smart TVs and streaming services. While Vietnam's internet penetration rate exceeds 70%, rural areas often experience slower broadband speeds, reducing the appeal of online streaming. Additionally, older generations accustomed to free-to-air television are less inclined to switch to paid digital subscriptions. Although the government has introduced policies to accelerate digital transformation, such as the DVB-T2 migration, the transition remains slow. TV manufacturers and streaming service providers must work on increasing awareness, expanding digital infrastructure, and offering affordable subscription models to drive digital adoption across all demographics.

Regulatory and Supply Chain Challenges

The Vietnamese television market is impacted by complex regulatory policies and supply chain disruptions. Import tariffs, changing tax regulations, and compliance requirements for digital broadcasting standards pose challenges for both local and international manufacturers. Companies must navigate bureaucratic hurdles to ensure compliance with government policies on consumer electronics and digital media

distribution. Additionally, supply chain disruptions caused by global semiconductor shortages, logistics bottlenecks, and fluctuating raw material prices affect TV production costs and availability. Vietnam's reliance on imported components, particularly for high-end TV panels, makes the market vulnerable to international supply chain fluctuations. To mitigate these challenges, manufacturers are exploring local sourcing, diversifying suppliers, and investing in domestic production facilities to strengthen supply chain resilience and maintain competitive pricing.

Key Market Trends

Growing Popularity of Large-Screen and High-Resolution TVs

Vietnamese consumers are increasingly shifting toward large-screen televisions, with 55-inch and 65-inch models becoming more popular due to decreasing prices and improved home entertainment experiences. The demand for 4K UHD and OLED TVs is rising as viewers seek better picture quality, enhanced contrast, and vibrant colors. Global brands such as Samsung, LG, and Sony are expanding their product portfolios to include 8K televisions, catering to high-end consumers. Additionally, advancements in Mini-LED and QLED technology are influencing purchase decisions, making high-resolution displays more accessible. As content providers enhance their offerings with 4K and HDR-compatible content, the demand for large-screen, high-definition televisions is expected to grow further, particularly in urban households.

Integration of AI, IoT, and Voice Control in Smart TVs

Artificial intelligence (AI) and the Internet of Things (IoT) are revolutionizing the television industry in Vietnam, with smart TVs becoming central hubs for connected home ecosystems. AI-driven features such as personalized recommendations, adaptive brightness, and automatic sound optimization enhance user experiences. Brands like LG and Samsung have introduced AI-powered voice assistants, enabling hands-free operation through Vietnamese-language commands. Integration with smart home devices, such as security cameras, lighting systems, and appliances, is making smart TVs more than just entertainment units. As consumers become more tech-savvy, demand for intelligent, interconnected TVs with seamless compatibility across multiple devices is increasing, pushing manufacturers to invest in AI-enhanced functionalities and voice-controlled interfaces.

Rising Adoption of Local and Regional Streaming Platforms

While global streaming services like Netflix and Disney+ are growing in popularity, local and regional platforms such as VieON, FPT Play, and iQIYI are gaining significant market share due to their localized content and affordable subscription models. Vietnamese consumers prefer streaming services that offer a mix of domestic movies, dramas, and variety shows alongside international content. The increasing production of original Vietnamese web series and exclusive partnerships with local TV networks further strengthen the appeal of regional platforms. Additionally, telecom providers like Viettel and VNPT are bundling streaming subscriptions with broadband services, making it easier for consumers to access digital entertainment. The rise of ad-supported video-on-demand (AVOD) models is also shaping the market, providing budget-conscious viewers with free content supported by advertising revenue.

Expansion of Local TV Manufacturing and Assembly Units

Vietnam is emerging as a key manufacturing hub for televisions, with both international and domestic brands investing in local production facilities. Companies like Samsung and LG have established large-scale manufacturing plants, not only catering to domestic demand but also positioning Vietnam as an export base for Southeast Asia and beyond. Local TV brands and assembly units are also expanding, benefiting from government incentives such as tax breaks and relaxed foreign investment regulations. This trend is helping reduce the reliance on imported TVs while fostering innovation in locally produced models. With Vietnam's strategic location and improving infrastructure, the country is becoming a crucial player in the global television supply chain, ensuring competitive pricing and faster delivery for consumers.

Segmental Insights

Distribution Channel Insights

The online segment was the fastest-growing channel in Vietnam's television market, driven by the rapid expansion of e-commerce platforms such as Shopee, Lazada, and Tiki. Consumers prefer online purchases due to competitive pricing, discounts, and the convenience of home delivery. The rise of digital payment options and buy-now-pay-later (BNPL) schemes further boost online TV sales. Brands are leveraging direct-to-consumer (DTC) strategies, offering exclusive deals on their websites. Additionally, livestream shopping and influencer marketing enhance engagement, attracting younger buyers. With increasing internet penetration and smartphone usage, online retail is expected to dominate TV sales, surpassing traditional brick-and-mortar stores.

Regional Insights

The Southern Vietnam, led by Ho Chi Minh City, dominated the country's television market due to its high urbanization rate, affluent consumer base, and strong retail network. The region's rapid economic growth has fueled demand for premium smart TVs, with 4K UHD and OLED models gaining traction. E-commerce penetration is also highest in the South, with platforms like Shopee and Lazada driving online TV sales. Additionally, the presence of major electronic retailers and brand showrooms enhances accessibility. With a tech-savvy population and rising disposable income, Southern Vietnam continues to lead in both sales volume and adoption of advanced television technologies.

Key Market Players

Samsung Electronics

LG Electronics

Sony Corporation

Panasonic Corporation

TCL Corporation

Hisense Group

Xiaomi Corporation

Sharp Corporation

Vizio, Inc.

Haier Group

Report Scope:

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

Vietnam Television Market By Screen Size (Below 39", 40"-49", 50"-59", Above 59"), By Distribution Chann...

Vietnam Television Market, By Screen Size:

Below 39"

40"-49"

50"-59"

Above 59"

Vietnam Television Market, By Distribution Channel:

Online

Offline

Vietnam Television Market, By Display Size:

LED

OLED

Others

Vietnam Television Market, By Region:

Southern Vietnam

Northern Vietnam

Central Vietnam

Competitive Landscape

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

Available Customizations:

Vietnam Television Market By Screen Size (Below 39", 40"-49", 50"-59", Above 59"), By Distribution Chann...

Vietnam Television 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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