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Vietnam Washing Machine Market, By Type (Front Load Automatic, Top Load Automatic Semi-Automatic), By Machine Capacity (8 Kg and Above, Below 8 Kg), By Technology (Non-Smart, Smart Connected), By Distribution Channel (Multi-Branded Stores, Supermarkets/ Hypermarkets, Online and Others (Direct sales, Wholesales etc.), By Region, Competition, Forecast & Opportunities, 2017-2027

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Abstracts

Vietnam washing machine market is expected to grow at a CAGR of 5.34% during the forecast period and reach USD 1285.75 million by 2027 owing to the rising affluent class, increasing nuclear families, and preferences for automatic washing machines. Furthermore, changing lifestyles, product innovation, increasing per capita income, and increased purchasing power are expected to boost the Vietnam washing machine market during the forecast period.

The washing machine market is segmented based on type which include front load automatic, top load automatic, and semi-automatic. A fully automatic washing machine only requires a single touch to begin operation, whereas a semi-automatic washer requires human assistance to transfer wet laundry from one tub to another. Power-efficient laundry machines are also fully automatic. Vietnam's laundry industry is expanding due to people's busier lifestyles, smaller homes, increased nuclear, and higher incomes. The rising consumer class and recent advancements in the washing machine industry, including drive and bubble technology, are credited with this growth. Due to their reduced energy consumption and fabric damage, these factors are affecting the overall development of the washing machine market and gaining consumer

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attention. Increased internet usage and the growth of washing machine sales online have given manufacturers new ways to connect with their customers. Supply chains have undergone significant changes because of rising levels of globalization and the development of digital technologies.

During the forecast period, the demand for washing machines will increase due to Vietnam's growing urban population and rising disposable income. Many product innovations are being developed concurrently to support market expansion. With Samsung Vina's official launch of a Samsung washing machine, a new era of intelligent washing machines has begun for Vietnamese families. The new lineup of fully automatic front-load washing machines from Samsung features the company's exclusive Eco Bubble and Quick Drive technologies, which save time and energy while providing 45% more fabric care. Inverter technology and Wi-Fi connectivity will be seen as the future of the washing machine and a potential market growth driver.

Rising Number of Nuclear Families in Vietnam Will Lead to Growth of Washing Machine Market

The washing machine industry will advance in the future because of growing nuclear families, working women, and rising consumer per capita income. In addition, a more comprehensive selection of options encourages city dwellers to switch from semi-automatic to fully automatic machines. The price difference between front load automatic and top load automatic has significantly shrunk, enabling brands to market the former aggressively.

Booming Development of Digital and Smart Technology Will Lead to the Growth of the Washing Machine Market

Consumers' top priority is convenience without sacrificing performance, which drives the development of smart technologies in the home appliances market, particularly in the washing machine sector. Some manufacturers track the status of the items being washed using smart technologies like drive technology and bubble technology. In contrast, others use these technologies to measure performance indicators like electricity, chemicals, and resources. Clothes washers with smart technology built-in do not overrun, saving customers' time and benefiting commercial laundry. E.g., The latest AI technology from Samsung learns and remembers your laundry routines, then suggests the wash cycle consumers use the most. The latest smart washing machine supports voice assistants like Alexa and Google Home. It can be connected to other Samsung smart devices like Galaxy smartphones, Samsung Smart TVs, and Family

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Hub refrigerators.

Rising Affluent Class will Lead to the Growth of Washing Machine Market

The changing lifestyles and preferences of consumers are predicted to lead to higher living standards, which will expand the market for washing machines. More people working and having busy schedules have increased the demand for washing machines. Customers are attempting to integrate their washing machines into their homes. When functionality is identical, the market's top-selling design is the one that appeals to consumer emotions.

Market Segmentation

The Vietnam washing machine market is segmented by type, machine capacity, technology, distribution channel, and region. The market is segmented into front load automatic, top load automatic, and semi-automatic based on type. The machine capacity is further segmented into 8 kg and above and below 8 kg. The technology segment is divided into non-smart and smart connected washing machines. The distribution channel is segmented into multi-branded stores, supermarkets/ hypermarkets, online, and others (direct sales, wholesales, etc.).

Company Profiles

Panasonic Vietnam Co., Ltd, LG Electronics Vietnam Hai Phong Co., Ltd., Toshiba Vietnam Consumer Products Co., Ltd., Haier Electrical Appliances Vietnam Co Ltd. (Aqua), Samsung Vina Electronics Co., Ltd., Electrolux Vietnam Ltd., Sharp Vietnam Electronics Co., Ltd., Arcelik Hitachi Home Appliances Sales Vietnam, Midea Vietnam, and Vietbeko Co., Ltd., etc. are some of the leading market players in the Vietnam washing machine market. Newmarket players have also been actively entering the market in recent years, further strengthening future market growth.

Report Scope:

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

Vietnam Washing Machine Market, By Type:

Top Load Automatic

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Front Load Automatic

Semi- Automatic

Vietnam Washing Machine Market, By Machine Capacity:

8 kg and Above

Below 8 Kg

Vietnam Washing Machine Market, By Technology:

Non-Smart

Smart Connected

Vietnam Washing Machine Market, By Distribution Channel:

Multi-Branded Stores

Supermarkets/ Hypermarkets

Online

Others (Direct Sales, Wholesales, etc.)

Vietnam Washing Machine Market, By Region:

Southern

Northern

Central

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam

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washing machine market.

Available Customizations:

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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Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON VIETNAM WASHING MACHINE MARKET

5. VOICE OF CUSTOMERS

5.1. Brand Awareness
5.2. Factors Affecting Purchase Decision
5.3. Sources of Information
5.4. Challenges Faced Post Purchase

6. VIETNAM WASHING MACHINE MARKET OUTLOOK

6.1. Market Size & Forecast
  6.1.1. By Value & Volume
6.2. Market Share & Forecast
  6.2.1. By Type (Front Load Automatic, Top Load Automatic & Semi-Automatic)
  6.2.2. By Machine Capacity (8 Kg and Above & Below 8 Kg)
  6.2.3. By Technology (Non-Smart & Smart Connected)
  6.2.4. By Distribution Channel (Multi-Branded Stores, Supermarkets/Hypermarkets, Online & Others (Direct Sales, Wholesales etc.)
  6.2.5. By Region (Southern, Northern & Central)
  6.2.6. By Company (2021)
6.3. Market Map (By Type, By Machine Capacity, By Technology, By Distribution Channel, By Region)

7. VIETNAM TOP LOAD AUTOMATIC WASHING MACHINE MARKET OUTLOOK

7.1. Market Size & Forecast
  7.1.1. By Value & Volume
7.2. Market Share & Forecast
  7.2.1. By Machine Capacity
  7.2.2. By Distribution Channel

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info@marketpublishers.com

7.3. Pricing Analysis

8. VIETNAM FRONT LOAD AUTOMATIC WASHING MACHINE MARKET OUTLOOK

8.1. Market Size & Forecast
  8.1.1. By Value & Volume
8.2. Market Share & Forecast
  8.2.1. By Machine Capacity
  8.2.2. By Distribution Channel
8.3. Pricing Analysis

9. VIETNAM SEMI-AUTOMATIC WASHING MACHINE MARKET OUTLOOK

9.1. Market Size & Forecast
  9.1.1. By Value & Volume
9.2. Market Share & Forecast
  9.2.1. By Machine Capacity
  9.2.2. By Distribution Channel
9.3. Pricing Analysis

10. IMPORT & EXPORT ANALYSIS

11. SUPPLY CHAIN ANALYSIS

12. PRODUCT BENCHMARKING (MORE THAN 100 BESTSELLING PRODUCTS)

13. MARKET DYNAMICS

13.1. Drivers
13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

15. POLICY & REGULATORY LANDSCAPE

16. VIETNAM ECONOMIC PROFILE

17. COMPETITIVE LANDSCAPE

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17.1. Company Profiles
17.1.1. Panasonic Vietnam Co., Ltd
17.1.2. LG Electronics Vietnam Hai Phong Co., Ltd.
17.1.3. Toshiba Vietnam Consumer Products Co., Ltd.
17.1.4. Haier Electrical Appliances Vietnam Co Ltd. (Aqua)
17.1.5. Samsung Vina Electronics Co., Ltd.
17.1.6. Electrolux Vietnam Ltd.
17.1.7. Sharp Vietnam Electronics Co., Ltd.
17.1.8. Arcelik Hitachi Home Appliances Sales Vietnam
17.1.9. Midea Vietnam
17.1.10. Vietbeko Co., Ltd

18. STRATEGIC RECOMMENDATIONS

19. ABOUT US & DISCLAIMER

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List Of Figures

LIST OF FIGURES

Figure 1: Vietnam Washing Machine Market Size, By Value (USD Million), By Volume (Thousand Units), 2017-2027F.
Figure 2: Vietnam Washing Machine Market Share, By Type, By Volume, 2017-2027F.
Figure 3: Vietnam Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.
Figure 4: Vietnam Washing Machine Market Share, By Technology, By Volume, 2017-2027F
Figure 5: Vietnam Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F.
Figure 6: Vietnam Washing Machine Market Share, By Region, By Volume, 2017-2027F.
Figure 7: Vietnam Washing Machine Market Share, By Company, By Value, 2021.
Figure 8: Vietnam Washing Machine Market Map, By Type, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.
Figure 9: Vietnam Washing Machine Market Map, By Machine Capacity, Market Size (Thousand Units), By Volume & Growth Rate (%), 2021.
Figure 10: Vietnam Washing Machine Market Map, By Technology, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.
Figure 11: Vietnam Washing Machine Market Map, By Distribution Channel, Market Size, By Volume (Thousand Units) & Growth Rate (%),2021.
Figure 12: Vietnam Washing Machine Market Map, By Region, Market Size, By Volume (Thousand Units) & Growth Rate (%), 2021.
Figure 13: Vietnam Top Load Automatic Washing Machine Market Size, By Value (USD Million), By Volume (Thousand Units), 2017-2027F.
Figure 14: Vietnam Top Load Automatic Washing Machine Market Share, By Machine Capacity, By Volume,2017-2027F.
Figure 15: Vietnam Top Load Automatic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F.
Figure 16: Vietnam Front Load Automatic Washing Machine Market Size, By Value, (USD Million), By Volume (Thousand Units), 2017-2027F.
Figure 17: Vietnam Front Load Automatic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.
Figure 18: Vietnam Front Load Automatic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F.
Figure 19: Vietnam Semi-Automatic Washing Machine Market Size, By Value (USD

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Million), By Volume (Thousand Units), 2017-2027F.
Figure 20: Vietnam Semi-Automatic Washing Machine Market Share, By Machine Capacity, By Volume, 2017-2027F.
Figure 21: Vietnam Semi-Automatic Washing Machine Market Share, By Distribution Channel, By Volume, 2017-2027F

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