

Vietnam Air Conditioners Market Forecast and Opportunities, 2017

URL:	https://marketpublishers.com/r/VB30BA09800EN.html
Date:	October 7, 2012
Pages:	55
Price:	US\$ 1,500.00
ID:	VB30BA09800EN

Air conditioners have become an almost necessity for people in the wake of ever rising temperatures and the inhabitants of Vietnam are no exception to it. Though the penetration level of air conditioners is low in Vietnam but with changing market and economic dynamics, this rate is set to increase. The tag of a 'luxury product' from air conditioners in Vietnam is now extinct in the wake of ever declining prices of air conditioners. Moreover, the increasing commercialization of the economy with increased construction of office spaces and buildings has led to an increase in demand of the commercial segment of air conditioners from corporate houses.

According to "Vietnam Air Conditioner Market Forecast & Opportunities, 2017" the air conditioner market is poised for incessant growth over next five years. Vietnam air conditioner market is forecasted to grow at the compounded annual growth rate of 7.7% for the next five years. Increasing disposable incomes, rising temperatures, latest technological innovations are driving air conditioners sales in Vietnam. "Vietnam Air Conditioners Market Forecast & Opportunities, 2017" discusses the following aspects related to air conditioners market in Vietnam:

- Global Air Conditioners Market Overview
- Vietnam Air Conditioners Market Size & Forecast
- Vietnam Air Conditioners Market Share
- Vietnam Air Conditioners Penetration Level
- Market Dynamics, Trends & Opportunities
- Competitive Landscape & Strategic Recommendations

Why you should buy this report

- To gain an in-depth understanding of air conditioners market dynamics in Vietnam.
- To obtain research based businesses decisions and add weight to presentations and marketing materials.
- To gain competitive knowledge of leading players.
- The forecasts to assess how the market is predicted to develop by 2017.
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per your specific needs.

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with air conditioner manufacturers, distributors, dealers and consumers. Secondary research included an exhaustive search of relevant publications like newspapers, websites, company annual reports and proprietary databases.

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