



**Euromonitor
International**

Microwaves in Vietnam

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Microwaves benefits from increased consumer demand for convenience

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Busy lifestyles drive demand, with premium products increasingly favoured

Chart 2 - The Mirror Lake Microwave MW3-EG26PE(BM)VN is Crafted Based on the Takumi Spirit

Demand for sustainable microwaves is increasing

Chart 3 - Xiaomi Mijia 20-litre Energy-Saving Microwave Focuses on Energy Saving

Compact and multifunctional products are favoured in urban areas

Chart 4 - Bear WBL-H20S2 20L Turntable-Free Microwave

WHAT'S NEXT?

Multifunctional, aesthetic microwaves will become more accessible as demand rises

Mandatory labelling for microwaves will intensify the competition

Chart 5 - Analyst Insight

Retail e-commerce will support expansion for niche brands targeting young consumers

COMPETITIVE LANDSCAPE

Sharp maintains its lead, although the competition intensifies

CHANNELS

Offline retail channels remain dominant despite e-commerce growth

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances benefits from rising urbanisation and higher disposable incomes

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and urbanisation drive growth for consumer appliances

Smart and AI-powered technologies transform appliance functionality

Chart 7 - Samsung AI-Driven Smart Refrigeration Redefines Convenience

Demand for energy efficiency boosts sales of sustainable consumer appliances

Chart 8 - Power-Saving Casper XC-09IU38 Attracts Consumers at Only VND9.5 Million

Influencer marketing and social media drive growth for consumer appliances

WHAT'S NEXT?

Rising incomes and urbanisation set to fuel growth in consumer appliances

Chart 9 - Analyst Insight

Appliances and electronics specialists to maintain lead despite rise in e-commerce

Convenience, wellness and sustainability to shape future demand for smart appliances

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Panasonic and Philips lead, but local and other international players impact share dynamics

CHANNELS

Appliances and electronics specialists dominates offline sales with a wide product range

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Vietnam 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Vietnam 2025

Chart 14 - Consumer Landscape in Vietnam 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/microwaves-in-vietnam/report.