



Euromonitor
International

Imaging Devices in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital camcorders bucks the declining trend with TikTok marketing campaigns

Due to the popularity of its professional cameras, Canon maintains a stable dominant share

Retail e-commerce maintains its rising trend, but appliances and electronics specialists remains dominant

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Continued decline, although niches may offer opportunities

AI integration set to impact imaging devices

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