



Home Audio and Cinema in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite overall decline, promotions drive growth for home cinema and speaker systems
The top three players continue to see rising shares due to their good brand reputation
Omnichannel model important, as more consumers evaluate products in stores and purchase online

PROSPECTS AND OPPORTUNITIES

User-friendly innovations likely to enable home cinema and speaker systems to buck the declining trend
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Consumer Electronics in Vietnam - Industry Overview

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