



Euromonitor
International

Portable Players in Vietnam

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for wireless speakers offsets the decline for portable media players
Sony maintains its lead, but Google’s competitive pricing drives share growth
Retail e-commerce continues its rising trend

PROSPECTS AND OPPORTUNITIES

Growth for wireless speakers as they will be increasingly popular in both urban and rural areas
AI integration into wireless speakers set to become increasingly prevalent
Continuous developments anticipated in wireless speakers

CATEGORY DATA

- Table 1 - Sales of Portable Players by Category: Volume 2020-2025
- Table 2 - Sales of Portable Players by Category: Value 2020-2025
- Table 3 - Sales of Portable Players by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Portable Players by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Portable Players: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Portable Players: % Volume 2022-2025
- Table 7 - Distribution of Portable Players by Channel: % Volume 2020-2025
- Table 8 - Forecast Sales of Portable Players by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Portable Players by Category: Value 2025-2030
- Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Consumer Electronics in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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