

Benefit from a rapid increase in home furnishing output in Vietnam



Published: November 2013

The home furnishings industry in Vietnam is enjoying stable development stemming from healthy overseas demand, and government and international support. Exports in recent years have been progressively improving, and the sector expects to maintain its progress over the short term.

Although growth so far this year has slowed slightly, the industry is optimistic of surpassing revenue generated in 2012. This is mainly because of strong demand for home textiles and bedding in traditional and emerging destinations. Ceramics is another segment with considerable potential for expansion, especially with the US becoming its fastest-growing market in the first half of 2013.

The sector benefits from a number of strengths. One of these is lower production costs compared with those in other supply zones in Asia.

This report focuses on the main types of home furnishings from Vietnam – home textiles, bedding and home accents.

What you'll get:

- ✓ In-depth profiles of 19 major suppliers with a comprehensive look at their product and pricing strategy, manufacturing and export capability, verified contact details, and more – this information is not available anywhere else
- ✓ 253 full-color images that depict popular export models of home furnishings complete with product descriptions, prices, minimum order requirements and delivery times
- ✓ Supplier information in tabular format to help you compare suppliers at a glance
- ✓ Results of the custom-designed supplier survey, which forecasts industry trends for the next 12 months
- ✓ An extensive overview of the industry discussing the main challenges facing suppliers
- ✓ An in-depth examination of the supplier base highlighting key characteristics of the different types of companies
- ✓ Details of the primary production centers
- ✓ An update of the latest trends in design, R&D, materials and components
- ✓ A review of the key factors that influence the price and quality of low-end, midrange and high-end products
- ✓ Comprehensive pricing tables featuring export price ranges

Don't wait. To order this report please contact the representative who gave you this information pack right away.