

Vietnam Home Furniture Market Size is Expected to Reach USD 640.05 Million By 2033 | CAGR: 5.18%

The Vietnam Home Furniture Market size was valued at USD 398.70 Million in 2024 to reach USD 640.05 Million by 2033 at a CAGR of 5.18% during 2025-2033

VIETNAM, VIETNAM, VIETNAM, June 9, 2025 /EINPresswire.com/ -- Vietnam Home Furniture Market Overview

Base Year: 2024

Historical Years: 2019-2024

Forecast Years: 2025-2033

Market Size in 2024: USD 398.70 Million

Market Forecast in 2033: USD 640.05 Million

Market Growth Rate (2025-2033): 5.18%



Home Furniture Market size

The [Vietnam home furniture market size](#) was valued at USD 398.70 Million in 2024. Looking forward, IMARC Group estimates the market to reach USD 640.05 Million by 2033, exhibiting a CAGR of 5.18% from 2025-2033. The market is fueled by factors such as rapid urbanization, a rising middle class, and inflating disposable incomes. The increasing demand for stylish and functional furniture, coupled with changing user preferences towards modern designs, is also strengthening the market growth. Additionally, the growth of e-commerce platforms, rising interest in eco-friendly products, and increased investment in residential developments are expanding the Vietnam home furniture market share.

For an in-depth analysis, you can refer sample copy of the report:

<https://www.imarcgroup.com/vietnam-home-furniture-market/requestsample>

Vietnam Home Furniture Market Trends and Drivers

Vietnam home furniture market is seeing a high boom, supported by strong domestic demand and a concrete footing in the global export environment. Consumption is being fueled by the rate of urbanization and growing middle class with higher disposable income, with consumers investing increasingly in interior living space. Concurrently, the international market is placing increasing preference on Vietnamese residential furnishings, attracted by the industry for its fine craftsmanship, competitive price structures, and improving design skills. Local producers are diversifying product portfolios away from typical wooden hand-crafted pieces towards upholstered furniture, multifunctional items, and contemporary designs that align with the fast-evolving worldwide taste. The existing dual source of market growth is forcing incumbent firms to scale-up and urging new entrants to explore market potentials.

With huge advantages of home furniture market in Vietnam dominated by vast domestic demand and an export footing, consumption is leveraged by ever-growing urbanization and an emerging middle class with burgeoning disposable income; increasingly, the thirsty interior space invests in the living space. In parallel, Vietnamese home furnishings are gaining increasing popularity in international markets as the industry offers fine manufacturing quality, lucrative price structures, and improving design skills. Domestic manufacturers are bifurcating their product lines away from the conventional wooden handcrafting to upholstered furniture, multifunctional items, and modern-language designs catering to the fast-evolving global taste. Multiplying the current market growth from home demand from two sources is forcing the incumbents to scaling-up and inviting the new entrants to look for the possibilities of the market.

For some time, the Vietnam furniture market has been on a trajectory of growth, with added sophistication provided by some more recently added opportunities to the landscape. The ever-growing acceptance of e-commerce platforms has been slowly transforming customers' behaviors in discovering and purchasing furniture within the country while affording manufacturers the opportunity to directly engage with global audiences instead of completely relying on export intermediaries of the conventional sort. This digital transformation puts forth the need to invest in next-gen online catalogs, virtual room visualization tools, and a solid logistics network to support the customer experience. Meanwhile, rising affluence within the country is creating a growing appetite for premium and branded furniture segments, thereby driving local companies to enhance their brand identity and move towards higher-value products. The sector is poised to take advantage of being in sync with the global wave promoting customization and unique design aesthetics while leveraging its artisanal know-how integrated with modern means. Atop being built, this foundation continues to be strengthened by government support directed at infrastructure development and skilled labor promotion, fostering Vietnam to cement a reputation as a leading global center in well-crafted, innovative, and socially responsible home furnishings.

Vietnam Home Furniture Market Industry Segmentation:

The report has segmented the market into the following categories:

Analysis by Type:

- Kitchen Furniture
- Living-room Furniture
- Dining-room Furniture
- Bedroom Furniture
- Others

Analysis by Distribution Channel:

- Home Centers
- Specialty Stores
- Flagship Stores
- Online
- Others

Regional Insights:

- Northern Vietnam
- Central Vietnam
- Southern Vietnam

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

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<https://www.imarcgroup.com/request?type=report&id=15550&flag=C>

Key highlights of the Report:

- Market Performance (2019-2024)
- Market Outlook (2025-2033)
- COVID-19 Impact on the Market
- Porter's Five Forces Analysis
- Strategic Recommendations
- Historical, Current and Future Market Trends
- Market Drivers and Success Factors

SWOT Analysis
Structure of the Market
Value Chain Analysis
Comprehensive Mapping of the Competitive Landscape

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