

Netbooks are increasingly selling slowly in Vietnam

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Some stores that sell laptops and mobile devices no longer sell netbooks. Tiny computers that were the trend of three years ago appeared modestly in many electronic systems. New netbooks are getting less and less, instead, on the shelves, ultraportable or low-priced models are released by more manufacturers in Vietnam.



Netbooks are getting fewer and fewer people than buying a few years ago. *Photo: H?*

Many employers said netbook sales were down sharply from last year, when Apple sold the iPad tablet PC and the price of good-configured laptops gradually declined.

Sony is one of the pioneers in the smaller laptop market like the P-series before moving onto the netbook, but is no longer available. Sony Vietnam representative said, they have no longer traded this item. The fashionable Vaio W series is more expensive than the same models from Acer and Asus after about a year of appearance, now giving way to Sony's ultra-thin, more powerful configurations.

Mr. Vinh, representative of Ideas electronics supermarket, said his company's netbook sales recently dropped much compared to before. Asus and Acer are pioneering brands and still maintain the presence of new products, but the number is getting less and less. Apart from the two Taiwanese producers, another name that is also sticking to this segment is Samsung.

And Mr. Tan Cuong, director of sales and marketing of Thien Hoa electronics supermarket, said that netbook sales of the company did not decrease but also did not increase, each company has only a few models with the same configuration so customers' aviation has many options.

Since being on the market, these 7 to 10-inch screen models have prices in the range of under 10 million, some models up to 12 million. However, with this money, users can now own products using the first generation Intel Core i, wider screen instead of netbook using Atom chip with the ability to handle sluggish.

If in the early stages, the baby monitor netbook and low-capacity memory are the majority, the latter size is extended to 10 inches and the hard drive can reach 160 GB. However, in the last few years, almost netbooks are not much different. The models currently sold in the current market are mostly 10 inches, the configuration is not improved compared to the previous. According to representatives of Ideas electronics supermarket, the recent model of netbook has not changed significantly.

Laptop prices are falling, competing with netbooks is just one of many reasons for small laptops to sell slowly. Many shippers said that the appearance of tablets is an important reason that makes this product line sell slowly.

" Most people who choose to buy netbooks appreciate the mobility, neatness and healthy battery, however, the tablet now allows for longer, beautiful designs, and the same price ," said Ngo Hai, (District 3, HCMC) has owned a tablet running Android, sharing after years of using netbook for web surfing needs, checking email when going on business.

After the trend of netbooks, Asus, Acer, Dell, Samsung . are focusing strongly on tablets. Android-powered devices with iPad-style designs are being promoted aggressively at electronics supermarket systems. Meanwhile, netbook stalls are getting smaller. From November, Acer, Asus, Lenovo also began to announce the ultrabook, new generation of computers with ultra-thin designs, powerful configuration is considered new fashion products. The initiative initiated by Intel is expected to be even stronger early next year.

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