

# Supermarkets in Vietnam

February 2024

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## Supermarkets in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Supermarkets sees healthy growth

Bach Hoa Xanh sees strong rebound in 2023

AEON Group strengthens presence with AEON MaxValu

#### PROSPECTS AND OPPORTUNITIES

Supermarkets to see stable performance amid greater competition

Players will invest more in private label lines

Home deliveries for online orders to give substantial push to overall channel sales

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Retail in 2023: The big picture

Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Digit Sales Days

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