

# Hypermarkets in Vietnam

February 2024

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### 2023 DEVELOPMENTS

Hypermarkets continues to reach into tier 1 and tier 2 cities  
Central Retail Corp maintains leadership in 2023  
Hypermarkets become more prevalent within large complexes

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Hypermarkets to record robust rises  
Players will continue to invest in omnichannel approach  
Sustainability focus to drive development

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