



# Home Products Specialists in Vietnam

February 2024

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## Home Products Specialists in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home products specialists enjoys positive performance in 2023  
Retail e-commerce gains a stronger foothold in home products sales  
Pet shops and superstores expand across the country

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for home products specialists, though players will have to grapple with fluctuations in the property market  
Competitive landscape will remain highly fragmented  
Omnichannel trends expected to ramp up over the forecast period, with players increasing their livestreaming activities to boost sales

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