



Euromonitor
International

General Merchandise Stores in Vietnam

February 2024

Table of Contents

General Merchandise Stores in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel benefits from rising numbers of inbound tourists in 2023, with variety stores appealing to the young through Korean and Japanese trends
Japanese and Korean retailers continue to strengthen their presence while AEON maintains overall leadership
Parkson withdraws from local market

PROSPECTS AND OPPORTUNITIES

Department stores and variety stores face further growth
Chained variety stores to continue expansion
E-commerce threat will only intensify

CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Sales in General Merchandise Stores by Channel: Value 2018-2023
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2019-2023
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028
Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Retail in Vietnam - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
Table 14 - Sales in Retail Offline by Channel: Value 2018-2023
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 16 - Retail Offline Outlets by Channel: Units 2018-2023
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 - Retail GBO Company Shares: % Value 2019-2023

Table 33 - Retail GBN Brand Shares: % Value 2020-2023

Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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