

Direct Selling in Vietnam

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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Report description:

During the period 2020-2021, at the height of the COVID-19 pandemic, direct selling in Vietnam was still able to register the positive performance - albeit at a lower level than seen in 2022, with a further boost given to the channel though the reopening of society and lifting of pandemic restrictions. Furthermore, this positive performance has been further supported thanks to the constant efforts of the Vietnamese government to tighten regulations and increase management and examination of dire...

Euromonitor International's Direct Selling in Vietnam report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling able to maintain sales throughout the pandemic and see a further boost in 2022

Ministry of Trade and Industry continues its efforts to make direct selling a transparent and healthy industry in Vietnam

Herbalife leads sales, despite higher-than-average prices

PROSPECTS AND OPPORTUNITIES

Direct selling is expected to grow in term of value sales, although the number of sellers will stay small

Consumer health will continue to account for the lion's share of direct selling

Little potential for food and drink direct selling in Vietnam, but consumer appliances is one area to watch

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Vietnam retail is projected to record positive performance over the forecast period

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