

Hypermarkets in Vietnam

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

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Report description:

In 2022, the Vietnamese government removed all restrictions and social distancing measures which were in place during the era of the COVID-19 pandemic, and the Vietnamese economy started to show recovery. Within this environment, consumers also have more freedom to go out shopping and many people have re-embraced this ability. Furthermore, retailers have become more comfortable to expand their hypermarket outlet numbers without restrictions in construction activities, heralding something of a bo...

Euromonitor International's Hypermarkets 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.

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

Why buy this report?

- * Get a detailed picture of the Hypermarkets 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.

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HYPERMARKETS IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

The number of hypermarkets outlets increase in 2022, in line with recovery from the pandemic era

Central Retail Corp continues its rebranding efforts, from Big C to Go! and Tops Market

E-Mart establishes a stronger presence with the opening more outlets following acquisition by THACO

PROSPECTS AND OPPORTUNITIES

Hypermarkets is expected to record positive growth over the forecast period

Players will continue to adopt omnichannel strategies over the forecast period

More intense competition from supermarkets expected, as players focus on a "leisure and shopping" angle to stay relevant

CHANNEL DATA

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Chained pharmacies establish a stronger presence, alongside the expansion of other channels

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

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