

Retail E-Commerce in Vietnam

Market Direction | 2023-03-13 | 40 pages | Euromonitor

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Report description:

Retail e-commerce continues its positive trajectory following the significant boost the channel received during the era of COVID-19, when consumers and retailers alike were forced to embrace online shopping due to the pandemic restrictions. Following the end of these restrictions, consumers had become accustomed to shopping online and were appreciative of the wide ranges of products, with numerous promotions and discounts, alongside free shipping, and the convenience of home delivery. As such, t...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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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.

Table of Contents:

Retail E-Commerce in Vietnam
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List Of Contents And Tables

RETAIL E-COMMERCE IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail e-commerce continues to record strong growth in 2022

Increasing sales seen in B2C online marketplaces

Rising trend of omnichannel players boosts sales in retail e-commerce

PROSPECTS AND OPPORTUNITIES

A positive outlook for retail e-commerce over the forecast period

More intense competition expected between retail e-commerce marketplace players

Small players in various industries are expected join retail e-commerce marketplace platforms

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN VIETNAM

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Retail e-commerce continues to register strong performance

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

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

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Day

MARKET DATA

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Table 11	Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 12	Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 13	Sales in Retail Offline by Channel: Value 2017-2022
Table 14	Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 15	Retail Offline Outlets by Channel: Units 2017-2022
Table 16	Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 17	Sales in Retail E-Commerce by Product: Value 2017-2022
Table 18	Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 19	Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 20	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 21	□Sales in Grocery Retailers by Channel: Value 2017-2022
Table 22	□Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 23	□Grocery Retailers Outlets by Channel: Units 2017-2022
Table 24	□Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 25	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 26	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 27	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 28	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 29	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 30	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 31	□Retail GBO Company Shares: % Value 2018-2022
Table 32	□Retail GBN Brand Shares: % Value 2019-2022
Table 33	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 34	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 35	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 36	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 37	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 38	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 39	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 40	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 41	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 42	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 43	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 44	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 45	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 46	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 47	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 48	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 49	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 50	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 51	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 52	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 53	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 54	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 55	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 56	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 57	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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