

Home Products Specialists in Vietnam

Market Direction | 2023-03-13 | 38 pages | Euromonitor

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Report description:

Home products specialists bounced back in 2022 following the lifting of pandemic restrictions. Furthermore, the channel sees recovery in line with a higher demand for home renovations. Since there were no restrictions in 2022 for building and renovation activities, more building constructions started to be seen, which boosted sales for home products specialists in Vietnam. In addition, since the Vietnamese economy shows positive signs of recovery, such as acceptable inflation levels (bucking oth...

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products Specialists 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,

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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.

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Euromonitor International
March 2023

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HOME PRODUCTS SPECIALISTS IN VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home products specialists bounces back after the lifting of pandemic restrictions

Home products specialists remains highly fragmented with independent stores

Consumers slow to adopt the habit of purchasing home products online

PROSPECTS AND OPPORTUNITIES

Both opportunities and challenges lie ahead for home products specialist

Omnichannel trends expected to ramp up over the forecast period

Players will increase their livestreaming activities to boost sales

CHANNEL DATA

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RETAIL IN VIETNAM

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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

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MARKET DATA

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