

General Merchandise Stores in Vietnam

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

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Report description:

General merchandise stores (department stores and variety stores) suffered during the era of COVID-19, as the channel was deemed to be non-essential, and outlets were required to close due to pandemic restrictions. Even if such stores were still allowed to open, sales would have been slow as the majority of Vietnamese consumers tend to spend less on non-grocery items during times of financial hardship. In addition, restrictions on travel during the health crisis caused a decline in tourism, which...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Chained variety stores establish a stronger presence via the franchise business model

AEON Vietnam Co Ltd maintains its robust lead in general merchandise stores

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MARKET DATA

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