

Retail in Vietnam

Market Direction | 2023-03-13 | 104 pages | Euromonitor

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Report description:

2022 was a year of recovery and normalisation for retail in Vietnam, following the impacts created by the COVID-19 pandemic which lasted into 2021. In 2022, the Vietnamese government removed all restrictions and social distancing measures which were in place during the era of the 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. Indeed, it is noted that Vietnam...

Euromonitor International's Retail 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, Retail Offline.

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 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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Players continue to introduce new ready-to-eat food and food/drink combo offers to attract consumers' attention

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CHANNEL DATA

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PROSPECTS AND OPPORTUNITIES

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