

## **Vietnam Online Retail Market Summary, Competitive Analysis and Forecast to 2026**

Industry Report | 2023-01-13 | 38 pages | MarketLine

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### **Report description:**

Vietnam Online Retail Market Summary, Competitive Analysis and Forecast to 2026

#### Summary

Online Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)
- The Vietnamese online retail market had total revenues of \$3,596.6m in 2021, representing a compound annual growth rate (CAGR) of 23.5% between 2017 and 2021.
- Online Specialists account for the largest proportion of sales in the Vietnamese online retail market in 2021, sales through this channel generated \$2,175.5m, equivalent to 60.5% of the market's overall value.
- Consumers in Vietnam prefer online shopping from trusted ecommerce platforms, such as Amazon and Rakuten.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Vietnam

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Vietnam
- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam online retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Vietnam online retail market by value in 2021?
- What will be the size of the Vietnam online retail market in 2026?
- What factors are affecting the strength of competition in the Vietnam online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Vietnam's online retail market?

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