

Home Products Specialists in Vietnam

Market Direction | 2024-02-29 | 38 pages | Euromonitor

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Report description:

Home products specialists in Vietnam turned in a positive performance in 2023, with current value sales growth rising, though at a slower rate than was recorded in 2022 when the channel rebounded post-pandemic. Continued work-from-home trends have contributed to the channel's sustained growth, driving demand for home products such as homewares, garden tools and home furnishings. Players in the channel also tend to offer frequent discounts to stimulate sales.

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.

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2023 DEVELOPMENTS

Home products specialists enjoys positive performance in 2023

Retail e-commerce gains a stronger foothold in home products sales

Pet shops and superstores expand across the country

PROSPECTS AND OPPORTUNITIES

Positive outlook for home products specialists, though players will have to grapple with fluctuations in the property market

Competitive landscape will remain highly fragmented

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