

## **Small Local Grocers in Vietnam**

Market Direction | 2024-02-29 | 36 pages | Euromonitor

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### **Report description:**

Small local grocers have been finding it increasingly difficult to compete with other retail channels. In 2023 the rapid growth of convenience stores and the persistent rise in e-commerce purchases continued to take their toll on traditional grocery channels. Chained convenience stores have the advantage of offering lower prices thanks to their economies of scale. In addition, they provide a superior shopping experience for consumers through their well-lit, clean and organised store environments...

Euromonitor International's Small Local Grocers 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.

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

Why buy this report?

- \* Get a detailed picture of the Small Local Grocers 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, 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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