

## **Supermarkets in Vietnam**

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

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### **Report description:**

Supermarkets in Vietnam saw significant growth in 2023, with notable increases in terms of both current value sales and the number of outlets, driven by the aggressive expansion strategies of key players. Local consumers in suburban and rural areas are increasingly drawn towards supermarkets for their grocery shopping as living standards rise along with demand for modern services. Supermarket players such as Coop Mart regularly collaborate with manufacturers to offer discount deals of up to 50%,...

Euromonitor International's Supermarkets 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 Supermarkets 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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## Table of Contents:

Supermarkets in Vietnam  
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### List Of Contents And Tables

#### SUPERMARKETS IN VIETNAM

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Supermarkets sees healthy growth

Bach Hoa Xanh sees strong rebound in 2023

AEON Group strengthens presence with AEON MaxValu

##### PROSPECTS AND OPPORTUNITIES

Supermarkets to see stable performance amid greater competition

Players will invest more in private label lines

Home deliveries for online orders to give substantial push to overall channel sales

##### CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Supermarkets GBO Company Shares: % Value 2019-2023

Table 4 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 5 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### RETAIL IN VIETNAM

##### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Digit Sales Days

##### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

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Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 18 □Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 20 □Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 28 □Retail GBO Company Shares: % Value 2019-2023  
Table 29 □Retail GBN Brand Shares: % Value 2020-2023  
Table 30 □Retail Offline GBO Company Shares: % Value 2019-2023  
Table 31 □Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 32 □Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 33 □Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 35 □Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 36 □Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 43 □Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 45 □Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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