

## **Vietnam E-Commerce Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 112 pages | EMR Inc.

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### **Report description:**

The Vietnam e-commerce market reached approximately USD 13.10 Billion in 2024. The market is projected to grow at a CAGR of 12.40% between 2025 and 2034, reaching a value of around USD 42.16 Billion by 2034.

#### Vietnam E-Commerce Market Growth

The presence of progressive policies set out by the government is aiding the growth of the e-commerce market in Vietnam. In May 2020, the Government approved a national e-Commerce development master plan, which has encouraged the use of e-commerce in businesses and consumers, reduced the gap between major cities and localities, developed a sustainable virtual market, and improved cross-border online trading.

Additionally, the government is promoting a non-cash payment community intending to increase cashless payment to more than 50% by 2025. Furthermore, the increasing middle-class population of Vietnam and increasing disposable income are providing significant opportunities for the expansion of the e-commerce market.

In 2023, the total revenue from business-to-consumer (B2C) transactions on registered e-commerce platforms in the country reached VND 498.9 quadrillion (USD 20.1 billion). Of these, the revenue of the major e-commerce platforms in Vietnam which includes Shopee, Lazada, Tiki, Sendo, and TikTok Shop reached USD 9.4 billion, stating an increase of 53.4% compared to 2022.

#### Vietnam E-Commerce Industry Segmentation

Vietnam E-Commerce Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Type

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- Business to Consumer (B2C)

- Business to Business (B2B)

#### Market Breakup by Industry

- Beauty and Personal Care

- Fashion and Apparel

- Consumer Electronics

- Food and Beverage

- Health and Wellness

- Home Decor

- Household Consumables

- Others

#### Vietnam E-Commerce Market Share

Hanoi, a city in Vietnam witnessed a revenue of USD 3.1 billion, amounting to a 33% market share and a 44% increase year-on-year. The city is engaged in promoting online consumer activities and aims to encourage 53% of its population to shop online. Moreover, in 2024, Hanoi aims for business-to-consumer (B2C) e-commerce sales to make up 13% of its total retail sales of goods and consumer services. The city also targets a 48% cashless rate for e-commerce payments and aims for 69% of online transactions to utilise e-invoicing. Embracing cashless payments aligns with the growth of the digital economy and e-commerce sector in Vietnam.

#### Leading Companies in Vietnam E-Commerce Market

Market players are actively investing in technological developments and are improving the quality of products and services, to cater to the changing consumer behaviours.

- Tiki Corp

- Shopee Pte. Ltd.

- Lazada Group

- Nguyen Kim Trading Joint Stock Company

- Viettel Store

- FPT Corp. (Sen Do Technology Joint Stock Company)

- Cao Phong Co., Ltd.

- Dieu Phuc Trading and Technical Services Co., Ltd.

- Others

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## **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices
  - 1.6 Recent Trends and Developments
  - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power
  - 2.6 Key Market Opportunities and Risks
  - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Asia Pacific E-Commerce Market Overview
  - 5.1 Key Industry Highlights
  - 5.2 Asia Pacific E-Commerce Historical Market (2018-2024)
  - 5.3 Asia Pacific E-Commerce Market Forecast (2025-2034)
- 6 Vietnam E-Commerce Market Overview
  - 6.1 Key Industry Highlights
  - 6.2 Vietnam E-Commerce Historical Market (2018-2024)
  - 6.3 Vietnam E-Commerce Market Forecast (2025-2034)
- 7 Vietnam E-Commerce Market by Type
  - 7.1 Business to Consumer (B2C)
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 Business to Business (B2B)
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
- 8 Vietnam E-Commerce Market by Industry
  - 8.1 Beauty and Personal Care
    - 8.1.1 Historical Trend (2018-2024)

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- 8.1.2 Forecast Trend (2025-2034)
- 8.2 Fashion and Apparel
  - 8.2.1 Historical Trend (2018-2024)
  - 8.2.2 Forecast Trend (2025-2034)
- 8.3 Consumer Electronics
  - 8.3.1 Historical Trend (2018-2024)
  - 8.3.2 Forecast Trend (2025-2034)
- 8.4 Food and Beverage
  - 8.4.1 Historical Trend (2018-2024)
  - 8.4.2 Forecast Trend (2025-2034)
- 8.5 Health and Wellness
  - 8.5.1 Historical Trend (2018-2024)
  - 8.5.2 Forecast Trend (2025-2034)
- 8.6 Home Decor
  - 8.6.1 Historical Trend (2018-2024)
  - 8.6.2 Forecast Trend (2025-2034)
- 8.7 Household Consumables
  - 8.7.1 Historical Trend (2018-2024)
  - 8.7.2 Forecast Trend (2025-2034)
- 8.8 Others
- 9 Market Dynamics
  - 9.1 SWOT Analysis
    - 9.1.1 Strengths
    - 9.1.2 Weaknesses
    - 9.1.3 Opportunities
    - 9.1.4 Threats
  - 9.2 Porter's Five Forces Analysis
    - 9.2.1 Supplier's Power
    - 9.2.2 Buyer's Power
    - 9.2.3 Threat of New Entrants
    - 9.2.4 Degree of Rivalry
    - 9.2.5 Threat of Substitutes
  - 9.3 Key Indicators for Demand
  - 9.4 Key Indicators for Price
- 10 Competitive Landscape
  - 10.1 Supplier Selection
  - 10.2 Key Global Players
  - 10.3 Key Regional Players
  - 10.4 Key Player Strategies
  - 10.5 Company Profiles
    - 10.5.1 Tiki Corp.
      - 10.5.1.1 Company Overview
      - 10.5.1.2 Product Portfolio
      - 10.5.1.3 Demographic Reach and Achievements
      - 10.5.1.4 Certifications
    - 10.5.2 Shopee Pte. Ltd.
      - 10.5.2.1 Company Overview

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- 10.5.2.2 Product Portfolio
- 10.5.2.3 Demographic Reach and Achievements
- 10.5.2.4 Certifications
- 10.5.3 Lazada Group
  - 10.5.3.1 Company Overview
  - 10.5.3.2 Product Portfolio
  - 10.5.3.3 Demographic Reach and Achievements
  - 10.5.3.4 Certifications
- 10.5.4 Nguyen Kim Trading Joint Stock Company
  - 10.5.4.1 Company Overview
  - 10.5.4.2 Product Portfolio
  - 10.5.4.3 Demographic Reach and Achievements
  - 10.5.4.4 Certifications
- 10.5.5 Viettel Store
  - 10.5.5.1 Company Overview
  - 10.5.5.2 Product Portfolio
  - 10.5.5.3 Demographic Reach and Achievements
  - 10.5.5.4 Certifications
- 10.5.6 FPT Corp. (Sen Do Technology Joint Stock Company)
  - 10.5.6.1 Company Overview
  - 10.5.6.2 Product Portfolio
  - 10.5.6.3 Demographic Reach and Achievements
  - 10.5.6.4 Certifications
- 10.5.7 Cao Phong Co., Ltd.
  - 10.5.7.1 Company Overview
  - 10.5.7.2 Product Portfolio
  - 10.5.7.3 Demographic Reach and Achievements
  - 10.5.7.4 Certifications
- 10.5.8 Dieu Phuc Trading and Technical Services Co., Ltd.
  - 10.5.8.1 Company Overview
  - 10.5.8.2 Product Portfolio
  - 10.5.8.3 Demographic Reach and Achievements
  - 10.5.8.4 Certifications
- 10.5.9 Others

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