

Online Retail in Vietnam

Industry Report | 2025-10-30 | 34 pages | MarketLine

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Report description:

Online Retail in Vietnam

Summary

Online Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Vietnamese online retail sector recorded revenues of \$10.7 billion in 2024, representing a compound annual growth rate (CAGR) of 15% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$5.1 billion, equivalent to 47.2% of the sector's overall value.
- Vietnam accounted for a 0.9% share of the Asia-Pacific online retail sector in 2024.

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
- 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

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- 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 2024?
- What will be the size of the Vietnam online retail market in 2029?
- 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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