

# Street Stalls/Kiosks in Vietnam

February 2024

Table of Contents

## Street Stalls/Kiosks in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Marked slowdown in growth for street stalls/kiosks in 2023  
Mixue goes from strength to strength  
Phuc Long closes kiosks in Winmart/Winmart+ stores in reversal of strategy

#### PROSPECTS AND OPPORTUNITIES

Improved performance for street stalls/kiosks, assisted by development of night-time economy  
Move towards better management of street stalls in major cities  
Continued focus on online delivery

#### CATEGORY DATA

Table 1 - Street Stalls/Kiosks: Units/Outlets 2018-2023  
Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023  
Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023  
Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023  
Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023  
Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023  
Table 7 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023  
Table 8 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023  
Table 9 - Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028  
Table 10 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028  
Table 11 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028  
Table 12 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028  
Table 13 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028  
Table 14 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023  
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023  
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023  
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023  
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023  
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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