



Hypermarkets in Vietnam

February 2024

Table of Contents

Hypermarkets in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets continues to reach into tier 1 and tier 2 cities
Central Retail Corp maintains leadership in 2023
Hypermarkets become more prevalent within large complexes

PROSPECTS AND OPPORTUNITIES

Hypermarkets to record robust rises
Players will continue to invest in omnichannel approach
Sustainability focus to drive development

CHANNEL DATA

Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Hypermarkets GBO Company Shares: % Value 2019-2023
Table 4 - Hypermarkets GBN Brand Shares: % Value 2020-2023
Table 5 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Vietnam - Industry Overview

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
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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SOURCES

Summary 2 - Research Sources

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