



Convenience Retailers in Vietnam

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience retailers strengthen urban presence in 2023, benefitting from social trends among the young

GS25 sees rapid expansion in 2023, while players invest in RTE foods

Players invest in home deliveries and loyalty programmes

PROSPECTS AND OPPORTUNITIES

Channel to see further growth during forecast period

Collaborations with food and beverages players will boost brands and attract consumers, while forecourt retail remains negligible

Expansion will extend beyond Ho Chi Minh and Hanoi

CHANNEL DATA

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

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

Table 3 - Sales in Convenience Retailers by Channel: Value 2018-2023

Table 4 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 5 - Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 6 - Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 7 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 8 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 11 - Forecast Sales in Convenience Retailers by Channel: % Value 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 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 - Sales in Retail Offline by Channel: Value 2018-2023

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 32 - Retail GBO Company Shares: % Value 2019-2023
Table 33 - Retail GBN Brand Shares: % Value 2020-2023
Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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