



General Merchandise Stores in Vietnam

February 2024

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General Merchandise Stores in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel benefits from rising numbers of inbound tourists in 2023, with variety stores appealing to the young through Korean and Japanese trends
Japanese and Korean retailers continue to strengthen their presence while AEON maintains overall leadership
Parkson withdraws from local market

PROSPECTS AND OPPORTUNITIES

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Chained variety stores to continue expansion
E-commerce threat will only intensify

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