

Convenience Retailers in Vietnam

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Abstracts

2023 saw convenience stores in Vietnam continue to expand rapidly in terms of number of outlets, especially into urban areas, as local lifestyles became increasingly busy. Convenience stores resonate with Gen Z consumers and students, gaining attention through an image of modernity. These outlets offer a wide range of goods and often boast dining areas with air conditioning, setting them apart from traditional retail stores in Vietnam. Young people are thus increasingly drawn to convenience stor...

Euromonitor International's Convenience Retailers in Vietnam report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Convenience Stores, Forecourt Retailers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Convenience Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Players invest in home deliveries and loyalty programmes

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