

Department Stores in Vietnam

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Abstracts

Due to the national lockdown and ongoing social distancing in response to COVID-19, department stores experienced a strong decline in current value sales in 2021. During the lockdown which began in June, the channel was deemed non-essential and therefore subject to mandatory closure. In addition, restrictions on immigration during the health crisis caused a decline in tourism, which contributed largely to the sales decline.

Euromonitor International's Department Stores 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.

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

Why buy this report?

Get a detailed picture of the Department Stores 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.

Contents

DEPARTMENT STORES IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

AEON alleviates stronger drop in channel sales

Players try to offer consumers more than just shopping

AEON continues to lead the sales channel

PROSPECTS AND OPPORTUNITIES

Channel recovery dependent on return of international tourists

Synergy between department store and shopping centre should be harnessed

Online sales unlikely to be significant despite impact of health crisis

CHANNEL DATA

Table 1 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Department Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Department Stores GBO Company Shares: % Value 2017-2021

Table 4 Department Stores GBN Brand Shares: % Value 2018-2021

Table 5 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 6 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 7 Department Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 8 Department Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

RETAILING IN VIETNAM

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Players rely on e-commerce to increase sales

Omnichannel strategy is key to success for the big players

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Payments

Emerging business models

MARKET DATA

Table 9 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 10 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 11 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 12 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 13 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 14 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 15 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 16 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 18 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 19 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 20 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 21 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 22 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 24 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 25 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 26 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 27 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 28 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 30 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 31 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 32 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 33 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 34 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 35 Retailing GBO Company Shares: % Value 2017-2021

Table 36 Retailing GBN Brand Shares: % Value 2018-2021

Table 37 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 38 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 39 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 40 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 41 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 42 Grocery Retailers GBO Company Shares: % Value 2017-2021
Table 43 Grocery Retailers GBN Brand Shares: % Value 2018-2021
Table 44 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
Table 45 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
Table 46 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
Table 47 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 48 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 49 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 50 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 51 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 52 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 53 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 55 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 56 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 57 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 58 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 59 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 60 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 61 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 63 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 64 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 65 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 66 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 67 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 69 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 70 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 71 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 72 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 73 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2021-2026

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 75 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth
2021-2026

Table 76 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 77 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 78 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 79 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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