

Food and Drink E-Commerce in Vietnam

<https://marketpublishers.com/r/FD86559BB504EN.html>

Date: February 2022

Pages: 45

Price: US\$ 990.00 (Single User License)

ID: FD86559BB504EN

Abstracts

In 2021, food and drink e-commerce sales continued to grow as the threat of COVID-19 continued to fuel consumers' desire to limit their visits to physical grocers or avoid going altogether. Also, grocery items took precedence over non-grocery products in the year, as the financial uncertainty of the pandemic caused many consumers to focus on essentials only, thus propelling food and drink e-commerce's performance further. Value sales are also benefiting from the strong development of overall e-c...

Euromonitor International's Food and Drink E-Commerce 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 Food and Drink E-Commerce 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

FOOD AND DRINK E-COMMERCE IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic pushes buying food and drink online further towards the mainstream

Organic-orientated players utilise social media to connect with their audience

Home delivery supported by strong outlet network gives best results

PROSPECTS AND OPPORTUNITIES

Channel to continue dynamic performance

The freshness challenge likely to remain a barrier

Bubble unlikely to burst for soft drinks, while players will look to differentiate

CHANNEL DATA

Table 1 Food and Drink E-Commerce: Value 2016-2021

Table 2 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 3 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 4 Food and Drink E-Commerce Forecasts: % Value 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 5 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 8 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

- Table 9 Store-based Retailing Outlets by Channel: Units 2016-2021
- Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
- Table 11 Sales in Non-Store Retailing by Channel: Value 2016-2021
- Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
- Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 15 Sales in Grocery Retailers by Channel: Value 2016-2021
- Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
- Table 17 Grocery Retailers Outlets by Channel: Units 2016-2021
- Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 21 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 23 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 27 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 29 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 31 Retailing GBO Company Shares: % Value 2017-2021
- Table 32 Retailing GBN Brand Shares: % Value 2018-2021
- Table 33 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 34 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 35 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 36 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 37 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 38 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 39 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 40 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 46 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 47 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 48 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Food and Drink E-Commerce in Vietnam

Product link: <https://marketpublishers.com/r/FD86559BB504EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FD86559BB504EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970