

Home Improvement and Gardening Stores in Vietnam

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Abstracts

Due to the economic downturn in 2012, Vietnamese consumers cut back spending on unnecessary areas, including home improvement and gardening. In addition, the number of residential homes at completion stage decreased significantly compared to 2011, as a result of frozen real estate sales in the year 2012. These factors severely affected home improvement and gardening stores in the year. In 2012, home improvement and gardening stores registered current value sales decline of 16% due to decreasing...

Euromonitor International's Home Improvement and Gardening 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 Home Improvement and Gardening 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.

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Economic Difficulties Led To Slower Value Growth for Retailing

Internet Retailing Still Largely Limited To Consumer-to-consumer Sales

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