

# Home Products Specialists in Vietnam

<https://marketpublishers.com/r/H92DDCFF6962EN.html>

Date: February 2024

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: H92DDCFF6962EN

## Abstracts

Home products specialists in Vietnam turned in a positive performance in 2023, with current value sales growth rising, though at a slower rate than was recorded in 2022 when the channel rebounded post-pandemic. Continued work-from-home trends have contributed to the channel's sustained growth, driving demand for home products such as homewares, garden tools and home furnishings. Players in the channel also tend to offer frequent discounts to stimulate sales.

Euromonitor International's Home Products Specialists 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:** Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

**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 Products Specialists 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

### HOME PRODUCTS SPECIALISTS IN VIETNAM

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home products specialists enjoys positive performance in 2023

Retail e-commerce gains a stronger foothold in home products sales

Pet shops and superstores expand across the country

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for home products specialists, though players will have to grapple with fluctuations in the property market

Competitive landscape will remain highly fragmented

Omnichannel trends expected to ramp up over the forecast period, with players increasing their livestreaming activities to boost sales

#### CHANNEL DATA

Table 1 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 11 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

### RETAIL IN VIETNAM

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Digit Sales Days

MARKET DATA

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 Sales in Retail Offline by Channel: Value 2018-2023

Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 Retail Offline Outlets by Channel: Units 2018-2023

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 Retail GBO Company Shares: % Value 2019-2023

Table 33 Retail GBN Brand Shares: % Value 2020-2023

Table 34 Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Home Products Specialists in Vietnam

Product link: <https://marketpublishers.com/r/H92DDCFF6962EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H92DDCFF6962EN.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