

Hypermarkets in Vietnam

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Abstracts

Hypermarkets in Vietnam continued to focus on network expansion into tier 1 and tier 2 cities in 2023, in response to higher living standards and modern lifestyles. E-Mart opened three new outlets over 2022-2023. The player has also been actively engaged in marketing activities across social media platforms such as Facebook and TikTok, attracting a lot of attention from local consumers. Lotte Mart also opened two new outlets, one in Hanoi, within 2023. As well as growing their distribution netwo...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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