

Mobile E-Commerce in Vietnam

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Abstracts

Mobile e-commerce recorded strong and accelerated sales growth in 2020 as a result of the national lockdown and ongoing wariness of visiting physical stores, in response to COVID-19. In addition, with smartphone ownership continuing to rise in Vietnam, more customers were able to access online shops from their mobile phones as the number of mobile internet subscriptions surged. In 2020, mobile became the biggest generator of e-commerce value sales in Vietnam, and is expected to strengthen its sh...

Euromonitor International's Mobile 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 Mobile 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.

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Most consumers in Vietnam now use their mobiles for e-commerce
High smartphone ownership fuelling strong performance of mobile e-commerce
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