

# Mobile Internet Retailing in Vietnam

<https://marketpublishers.com/r/MA1BFBDFF59EN.html>

Date: January 2019

Pages: 39

Price: US\$ 990.00 (Single User License)

ID: MA1BFBDFF59EN

## Abstracts

In 2018, telecommunication service providers continued to expand and improve their 4G coverage. It is affordable to use 4G services in Vietnam. Broadband internet penetration has also increased. It is common for restaurants, cafés and convenience stores to offer free Wi-Fi to customers. Thus, it is affordable to surf the internet using mobile phones at home or on the go. The higher usage of 4G and broadband internet are bolstering the growth of mobile internet retailing, as customers can easily...

Euromonitor International's Mobile Internet Retailing 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 Internet Retailing 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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