

Opportunities and Challenges for Consumer-Focused Businesses in Vietnam

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Abstracts

The Vietnamese economy - one of the fastest growing in the world - is expected to continue to grow at a robust pace. Consumer spending is set to soar on the back of the booming economy. Yet, rapid economic growth is not the only factor that shapes and generates opportunities (and challenges) in Vietnam. Huge commercial success awaits those brands and marketers who understand the dynamics of socioeconomic factors beyond the booming economy in generating opportunities in the country.

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