

# Food & Grocery Retail in Vietnam

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## Abstracts

### Food & Grocery Retail in Vietnam

#### Summary

Food & Grocery Retail in Vietnam industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The food & grocery retail market is segmented into household products, tobacco, food, and drinks. Market value refers to retail sales.

The Vietnamese food & grocery retail market recorded revenues of \$202 billion in 2023, representing a compound annual growth rate (CAGR) of 1.2% between 2018 and 2023.

The food segment accounted for the market's largest proportion in 2023, with total revenues of \$158 billion, equivalent to 78.3% of the market's overall value.

Rising consumer confidence is a key driver for the food & grocery retail market, as consumers are more willing to spend on higher-quality products that align with their lifestyle and health priorities. The General Statistics Office of Vietnam reports that consumer spending in Vietnam increased by 1.8% in 2023 from the previous year.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the food & grocery retail market in Vietnam

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the food & grocery retail market in Vietnam

Leading company profiles reveal details of key food & grocery retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Vietnam food & grocery retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Vietnam food & grocery retail market by value in 2023?

What will be the size of the Vietnam food & grocery retail market in 2028?

What factors are affecting the strength of competition in the Vietnam food & grocery retail market?

How has the market performed over the last five years?

Who are the top competitors in Vietnam's food & grocery retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strategies of leading players?
- 7.3. What are the strengths of leading players?

## **8 COMPANY PROFILES**

- 8.1. Aeon Co., Ltd.
- 8.2. Vingroup JSC
- 8.3. Central Group Co Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Vietnam food & grocery retail market value: \$ million, 2018-23

Table 2: Vietnam food & grocery retail market category segmentation: % share, by value, 2018-2023

Table 3: Vietnam food & grocery retail market category segmentation: \$ million, 2018-2023

Table 4: Vietnam food & grocery retail market geography segmentation: \$ million, 2023

Table 5: Vietnam food & grocery retail market value forecast: \$ million, 2023-28

Table 6: Aeon Co., Ltd.: key facts

Table 7: Aeon Co., Ltd.: Annual Financial Ratios

Table 8: Aeon Co., Ltd.: Key Employees

Table 9: Vingroup JSC: key facts

Table 10: Vingroup JSC: Annual Financial Ratios

Table 11: Vingroup JSC: Key Employees

Table 12: Central Group Co Ltd: key facts

Table 13: Central Group Co Ltd: Key Employees

Table 14: Vietnam size of population (million), 2019-23

Table 15: Vietnam real gdp (constant 2010 prices, \$ billion), 2019-23

Table 16: Vietnam gdp (current prices, \$ billion), 2019-23

Table 17: Vietnam inflation, 2019-23

Table 18: Vietnam consumer price index (absolute), 2019-23

Table 19: Vietnam exchange rate, 2018-23

## List Of Figures

### LIST OF FIGURES

Figure 1: Vietnam food & grocery retail market value: \$ million, 2018-23

Figure 2: Vietnam food & grocery retail market category segmentation: \$ million, 2018-2023

Figure 3: Vietnam food & grocery retail market geography segmentation: % share, by value, 2023

Figure 4: Vietnam food & grocery retail market value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the food & grocery retail market in Vietnam, 2023

Figure 6: Drivers of buyer power in the food & grocery retail market in Vietnam, 2023

Figure 7: Drivers of supplier power in the food & grocery retail market in Vietnam, 2023

Figure 8: Factors influencing the likelihood of new entrants in the food & grocery retail market in Vietnam, 2023

Figure 9: Factors influencing the threat of substitutes in the food & grocery retail market in Vietnam, 2023

Figure 10: Drivers of degree of rivalry in the food & grocery retail market in Vietnam, 2023

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