

2013 Measuring Vietnam's Retail Industry



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Executive summary

Vietnam was ranked as one of the top emerging markets for retail in 2008-2009 but since then its rankings have continued to fall as the Vietnamese economy has not performed as well and stably as others. There are several reasons for that pull-back but it cannot be denied that the potential is great and is still there. Increasing demand of consumer goods and rising disposable incomes will be driving potential growth in a 90-million-population economy. Also, rising urbanization and expanding rural retail area promoted by improved infrastructure will be facilitating such growth. Within the past few years, market players have been increasing their presence in Vietnam. The number of modern stores, supermarkets, and shopping malls has increased tremendously. So has the number of foreign brands penetrating into the market.

Numbers never tell lies. We are confident that with processed data collected from reliable trade sources, interviews with decision makers in the field, and our own observations and insights, readers can use our findings in several ways such as the followings:

- A strategic industry review and manual of the Vietnamese retail sector that identifies challenges and strategies for entering the market, that points out areas for continuous improvement, that forecasts development and market trends, and that reports where market opportunities exist.
- A report of metrics of several major retailers such as Saigon Coop;
- A management case study for any stakeholders in the retail sector;

This comprehensive dataset includes a full suite of up to 44 figures containing about 500 key metrics and indicators for Vietnam's retail industry. We are confident that our endless efforts and selective study methods have made the research and report reliable and helpful. At such, policy makers, local and foreign retailers, and any stakeholders of the retail industry could find great implications for their future directions and actions.

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COMPANIES MENTIONED

Savico, Vingroup, Parkson, AEON, Takeshiyama, Vivo City, Saigon Coop, Citi Mart, HaproMart, FiviMart, MaxiMark, Metro C&C, Lotte Mart, Big C, Wellcome, Dairy Farm, E-Mart, U&I, S-Mart, C.T Group, Satra, Intimex, SJC, PNJ, Nguyen Kim, Vinatex Mart, Mobile World, Circle K, Family Mart, Shop & Go, G7 Mart, MiniStop, C Express, New Ch?, CoopFood, SatraFood, Trung Nguyen, Highland Coffee, Starbucks, Coffee Bean & Tea Leaf, Gloria Jean, Lotteria, Pizza Hut, KFC, Burger King, Jolibee, Pho 24, Nam An Group, Viet Thai International, Minh Van Ltd. Co., Sato, SAP, Oracle, Retail Pro International, Wincor Nixdorf.

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