

# Vietnam Retail Market Outlook 2018

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## Abstracts

One of the fastest growing economies of Southeast Asia, Vietnam has achieved many new landmarks in the recent past, and is continuously heading towards touching new heights. Specifically, the retail sector has witnessed significant developments. Not only home grown companies, but multinational retail giants are on their heels to en-cash the growth opportunities. Vietnam has enjoyed robust growth in its economy over the last few years. The nation is experiencing an augmenting demand for retail sales of foods and non-food products, besides becoming an important tourist destination. Also, the government is taking various initiatives to gain a prominent position on international platform by entering into international alliances and ventures.

Our exhaustive research on the retail industry of Vietnam unfolds trends encompassing the industry. We have studied and presented an in-depth analysis of both food and non-food market alongwith forecast of major sub-segments in each industry.

Our new report “Vietnam Retail Market Outlook 2018”, is divided into various segments like retail sales based on industry, region, ownership and economic activity, for which forecast has been provided till 2018. It is anticipated that packaged food market will fuel the growth in food retail sales, as the industry is heading towards modern trade. The increasing prevalence of modern lifestyles and western-influenced culture have also created huge potential for non-traditional foods, such as cheese, pasta, and ready meals. Above all, modern retail chains are not only restricting themselves to big cities like Hanoi and HCM, but have also extended their arms towards the small provinces of the country. The Vietnam retail sector is being further revolutionized with the supermarkets, hypermarkets and commercial centers forming the new face of retailing in the country.

Besides, the report also identifies that the Vietnamese non-food retailing is witnessing an upsurge as high income consumers spend more on these items, such as cosmetics

and toiletries, clothing, consumer electronics and so on.

The report, which has been designed to understand the Vietnam retail market comprehensively, also covers the industry trends, government regulations, along with the challenges hindering the growth of this industry. Furthermore, the report provides profiling of the major players, including Saigon Union of Trading Co-operatives, Lotte Mart, Big C, and so on, to help clients gain insights on their overall business and recent activities. On the whole, the report presents optimum information and balanced research outlook on the potentials of the Vietnam retail industry.

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