

# Convenience Retailers in Vietnam

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience retailers strengthen urban presence in 2023, benefitting from social trends among the young

GS25 sees rapid expansion in 2023, while players invest in RTE foods

Players invest in home deliveries and loyalty programmes

#### PROSPECTS AND OPPORTUNITIES

Channel to see further growth during forecast period

Collaborations with food and beverages players will boost brands and attract consumers, while forecourt retail remains negligible

Expansion will extend beyond Ho Chi Minh and Hanoi

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Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

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Opening hours for physical retail

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Seasonality

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Black Friday

Double Digit Sales Days

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