

Home Products Specialists in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists enjoys positive performance in 2023
Retail e-commerce gains a stronger foothold in home products sales
Pet shops and superstores expand across the country

PROSPECTS AND OPPORTUNITIES

Positive outlook for home products specialists, though players will have to grapple with fluctuations in the property market
Competitive landscape will remain highly fragmented
Omnichannel trends expected to ramp up over the forecast period, with players increasing their livestreaming activities to boost sales

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