

# General Merchandise Stores in Vietnam

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Channel benefits from rising numbers of inbound tourists in 2023, with variety stores appealing to the young through Korean and Japanese trends  
Japanese and Korean retailers continue to strengthen their presence while AEON maintains overall leadership  
Parkson withdraws from local market

#### PROSPECTS AND OPPORTUNITIES

Department stores and variety stores face further growth  
Chained variety stores to continue expansion  
E-commerce threat will only intensify

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What next for retail?

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Informal retail  
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