Direct Selling in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Direct selling able to maintain sales throughout the pandemic and see a further boost in 2022
Ministry of Trade and Industry continues its efforts to make direct selling a transparent and healthy industry in Vietnam
Herbalife leads sales, despite higher-than-average prices

PROSPECTS AND OPPORTUNITIES
Direct selling is expected to grow in term of value sales, although the number of sellers will stay small
Consumer health will continue to account for the lion’s share of direct selling
Little potential for food and drink direct selling in Vietnam, but consumer appliances is one area to watch

CHANNEL DATA
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Retail in Vietnam - Industry Overview

EXECUTIVE SUMMARY
Retail in 2022: The big picture
Retail e-commerce continues to register strong performance
Chained pharmacies establish a stronger presence, alongside the expansion of other channels
Vietnam retail is projected to record positive performance over the forecast period

OPERATING ENVIRONMENT
Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2022
Seasonality
Vietnamese Lunar New Year (Tet)
Black Friday
Double Day

MARKET DATA
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