

Small Local Grocers in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition heats up for small local grocers as convenience channel poses challenges

Players focus on strategies to attract more customers

Mobile payment options start to gain ground in small local grocers as operators focus on improved store environments

PROSPECTS AND OPPORTUNITIES

Growth to slow but remain stable during the forecast period

Small local grocers will remain highly fragmented thanks to continued prevalence of independent ownership

Online delivery options to expand throughout channel

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What next for retail?

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Informal retail

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