



# General Merchandise Stores in Vietnam

May 2026

Table of Contents

## General Merchandise Stores in Vietnam - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Aeon and Chained Variety Stores Drive Growth with Tourism and New Store Concepts

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

#### INDUSTRY PERFORMANCE

Aeon and Chained Variety Stores Drive Growth with Tourism and New Store Concepts

Aeon Strengthens Department Store Dominance as Variety Stores Accelerate

Lotte and Aeon Reshape Shopping Habits through Retail-Tainment and Lifestyle Experiences, While Kkv and Miniso Accelerate Youth-Focused Variety Store Expansion

Chart 2 - Retail-Tainment Is on the Rise

Chart 3 - Kkv Promotes Strategic Cooperation in Vietnam

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Miniso to Expand Footprint as Competition Intensifies Nationwide

Livestreaming and Digital Campaigns to Boost Sales and Brand Engagement

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Aeon Expands with Lifestyle Malls and Digital Rewards to Extend Its Lead

Chart 8 - Analyst Insight for General Merchandise Stores

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for General Merchandise Stores

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for General Merchandise Stores

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Retail in Vietnam - Industry Overview](#)

#### EXECUTIVE SUMMARY

As Competition Increases, Discount-Driven Strategies Reshape Perceptions of Value

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

#### INDUSTRY PERFORMANCE

As Competition Increases, Discount-Driven Strategies Reshape Perceptions of Value  
Bach Hoa Xanh'S Growth Outpaces That of Traditional Competitors in Terms of Value Increase  
Dien May Cho Lon'S Livestream Mega-Sales Transform Electronics Shopping  
Chart 18 - Value Sales 2020-2030  
Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Generation Z and Y Fuel the Growth of Modern Retail Outlets outside Urban Areas  
Tax Reforms and Local Warehousing Reshape Competition and Profitability for Both Online and Offline Retailers  
Chart 20 - Forecast Value Sales 2020-2030  
Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Shopee and Bytedance Expand, but Fragmentation Persists in Retail  
Chart 22 - Analyst Insight for Retail  
Saigon Co.Op and Canifa Set New Benchmarks with Smart Retail Innovation  
Chart 23 - Ai-Powered Co.Opmart Th?ng Nh?t Smart Supermarket Featuring an In-Store Robot Assistant  
Chart 24 - Canifa C-Live: Pioneering Virtual Fashion Retail in Vietnam  
Chart 25 - Company Shares 2025  
Chart 26 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail  
Opening Hours for Physical Retail  
Chart 27 - Standard Opening Hours by Channel Type 2025  
Seasonality  
Vietnamese Lunar New Year (Tet)  
Black Friday  
Double-Digit Sales Days

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail  
Chart 29 - Real Gdp Growth 2020-2030  
Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail  
Chart 32 - Population 2020-2030  
Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/general-merchandise-stores-in-vietnam/report](http://www.euromonitor.com/general-merchandise-stores-in-vietnam/report).