

# Retail E-Commerce in Vietnam

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Retail e-commerce goes from strength to strength in 2023

TikTok Shop establishes foothold in Vietnam

Shopee remains in the lead in 2023

### PROSPECTS AND OPPORTUNITIES

Retail e-commerce will see growth slow in an overall positive forecast

Key players to target millennials and Gen Z consumers through marketing activities as competition intensifies

Generative AI features to become more prevalent in terms of service improvements, while more small businesses will sign up to marketplaces

### CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022

Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 - Retail E-Commerce by Product: Value 2017-2022

Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Digit Sales Days

### MARKET DATA

Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 - Sales in Retail Offline by Channel: Value 2018-2023

Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 - Retail Offline Outlets by Channel: Units 2018-2023

Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 - Retail GBO Company Shares: % Value 2019-2023

Table 32 - Retail GBN Brand Shares: % Value 2020-2023

Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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