



Direct Selling in Vietnam

February 2024

Table of Contents

Direct Selling in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling declines in 2023, while Herbalife maintains leadership despite challenges

Direct Selling activities fall under new regulations in 2023

Siberian Health and Homeway see licences cancelled

PROSPECTS AND OPPORTUNITIES

Direct selling to see stable performance within a more transparent operating environment

Expected shake-up in competitive landscape in response to tighter regulations

Expansion beyond channel will boost brand awareness for direct sellers

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023

Table 2 - Direct Selling by Product: % Value Growth 2018-2023

Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 - Direct Selling Forecasts by Product: Value 2023-2028

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

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

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 - Sales in Retail Offline by Channel: Value 2018-2023

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 27 - Retail GBO Company Shares: % Value 2019-2023
Table 28 - Retail GBN Brand Shares: % Value 2020-2023
Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023
Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023
Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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