



# Street Stalls/Kiosks in Vietnam

February 2024

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## Street Stalls/Kiosks in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Marked slowdown in growth for street stalls/kiosks in 2023  
Mixue goes from strength to strength  
Phuc Long closes kiosks in Winmart/Winmart+ stores in reversal of strategy

#### PROSPECTS AND OPPORTUNITIES

Improved performance for street stalls/kiosks, assisted by development of night-time economy  
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