



Convenience Retailers in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience retailers strengthen urban presence in 2023, benefitting from social trends among the young

GS25 sees rapid expansion in 2023, while players invest in RTE foods

Players invest in home deliveries and loyalty programmes

PROSPECTS AND OPPORTUNITIES

Channel to see further growth during forecast period

Collaborations with food and beverages players will boost brands and attract consumers, while forecourt retail remains negligible

Expansion will extend beyond Ho Chi Minh and Hanoi

CHANNEL DATA

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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

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Double Digit Sales Days

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