



Health and Beauty Specialists in Vietnam

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and beauty specialists sees growth in outlet numbers slow in 2023

The competitive threat from e-commerce gets stronger

Long Chau continues to rise in 2023

PROSPECTS AND OPPORTUNITIES

Channel will see positive growth during the forecast period as players invest in omnichannel strategies and marketing

Chained pharmacies will continue to expand throughout forecast period

Retailers will focus on millennial and Generation Z consumers

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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

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