

## RETAIL IN VIETNAM - DATAGRAPHS

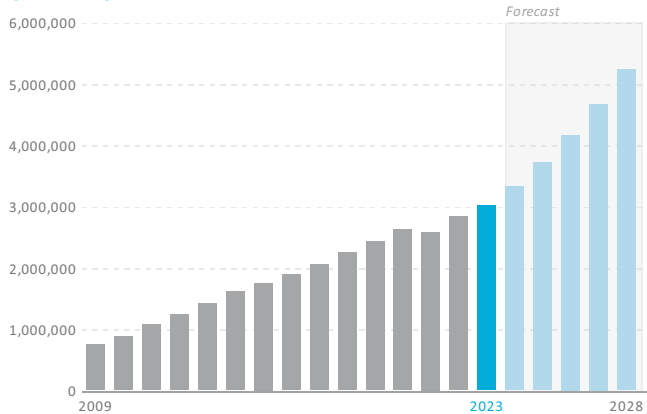
Country Report | Feb 2024

### Market Sizes

#### Sales of Retail

Retail Value RSP excl Sales Tax - VND billion - Current - 2009-2028

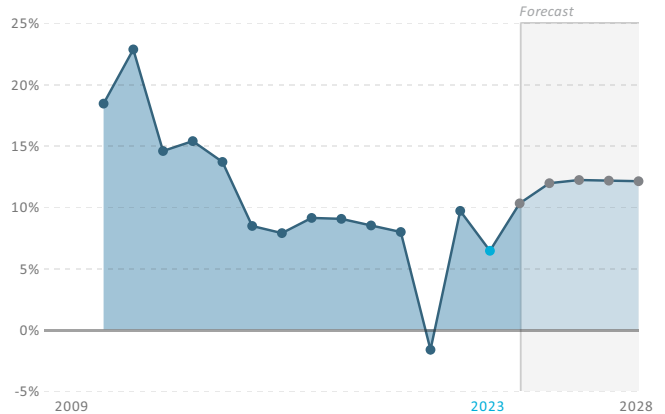
**3,004,263**



#### Sales Performance of Retail

% Y-O-Y Retail Value RSP excl Sales Tax Growth 2009-2028

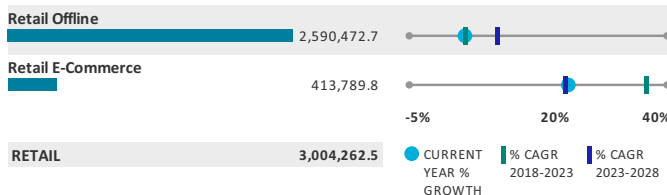
**6.4%**



#### Sales of Retail by Category

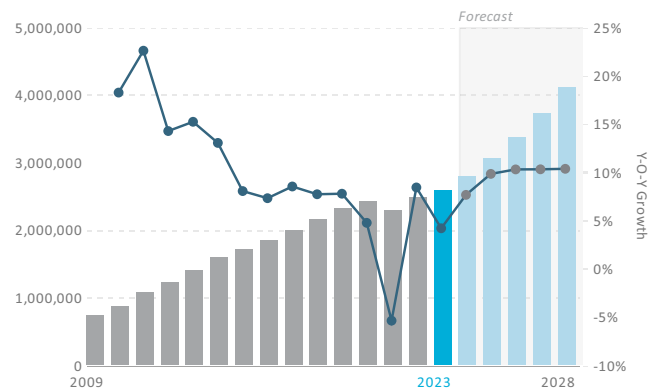
Retail Value RSP excl Sales Tax - VND billion - Current - 2023 Growth Performance

Click on a Category to update Sales Chart



#### Sales of Retail Offline

Retail Value RSP excl Sales Tax - VND billion - Current - 2009-2028



Competitive Landscape

Company Shares of Retail

% Share (NBO) - Retail Value RSP excl Sales Tax - 2023

Mobile World JSC	4.3%	▲
Shopee Co Ltd	4.2%	▲
Recess Retail & Delivery...	2.8%	▲
Tiki JSC	1.7%	▲
Central Retail Corp	1.1%	▲
FPT Corp	1.0%	▲
Masan Consumer Corp	1.0%	▲
Saigon Union of Trading ...	1.0%	▼
ByteDance Ltd	0.9%	▲
Phu Nhuan Jewelry JSC	0.6%	▲
Cao Phong Co Ltd	0.4%	▼
AEON Vietnam Co Ltd	0.3%	▲
Herbalife Vietnam Ltd	0.3%	▲
Lotte Shopping Co Ltd	0.2%	▼
Con Cung JSC	0.2%	▲
VHC Trading Co Ltd	0.2%	▼
Pico JSC	0.1%	▼
Pharmacy Corp	0.1%	▲
New Image Vietnam Co Ltd	0.1%	▲
Others	79.5%	▼

Brand Shares of Retail

% Share (LBN) - Retail Value RSP excl Sales Tax - 2023

Shopee Marketplace	4.1%	▲
Lazada Marketplace	2.8%	▲
Tiki.vn	1.7%	▲
Dien May Xanh	1.7%	▼
Bach Hoa Xanh	1.0%	▲
TikTok Shop Marketplace	0.9%	▲
The Gioi Di Dong	0.8%	▼
Co.opMart	0.8%	▼
Go!	0.8%	▲
WinMart+	0.7%	▲
PNJ	0.6%	▲
Mobile world	0.6%	▲
FPT Shop	0.6%	▼
Long Chau	0.5%	▲
Dien May Cho Lon	0.4%	▼
WinMart	0.3%	▲
AEON	0.3%	▲
Herbalife Nutrition	0.3%	▲
Lotte Mart	0.2%	▼
Others	81.0%	▼

5-Year Trend  
▲ Increasing share ▼ Decreasing share — No change

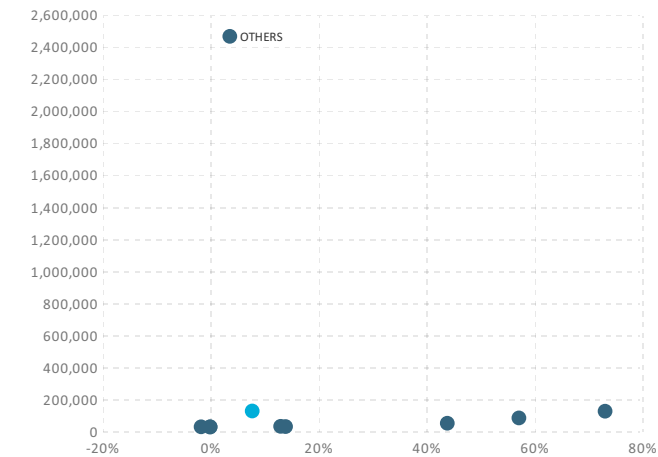
Company Share Performance in Retail

% Share (NBO) - Retail Value RSP excl Sales Tax - 2014-2023



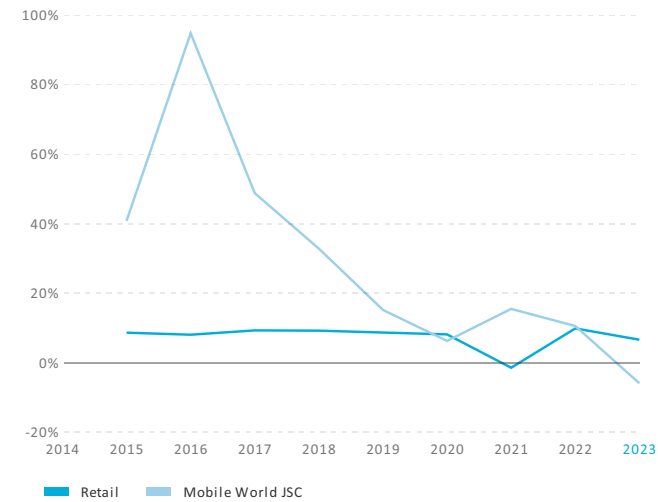
Retail Sales Performance by Company

Retail Value RSP excl Sales Tax (NBO) - VND billion 2023 - % CAGR 2018-2023  
Click on company to compare against market



Company Performance vs Market

% Y-O-Y Growth (NBO) 2014-2023  
[Mobile World JSC](#)



Market Concentration of Retail by Company

% Share (NBO) - Retail Value RSP excl Sales Tax - 2014-2023

