

## CONVENIENCE RETAILERS IN VIETNAM - DATAGRAPHSICS

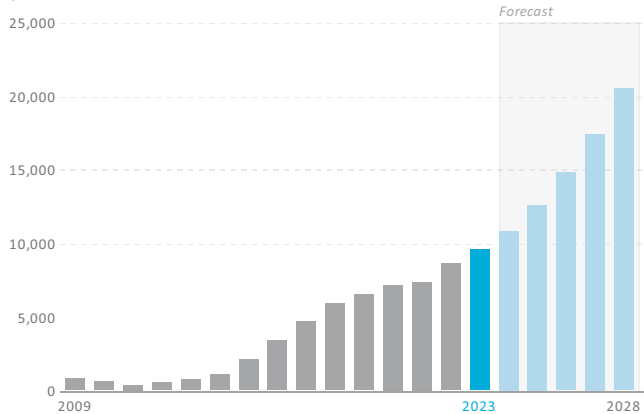
Country Report | Feb 2024

### Market Sizes

#### Sales of Convenience Retailers

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

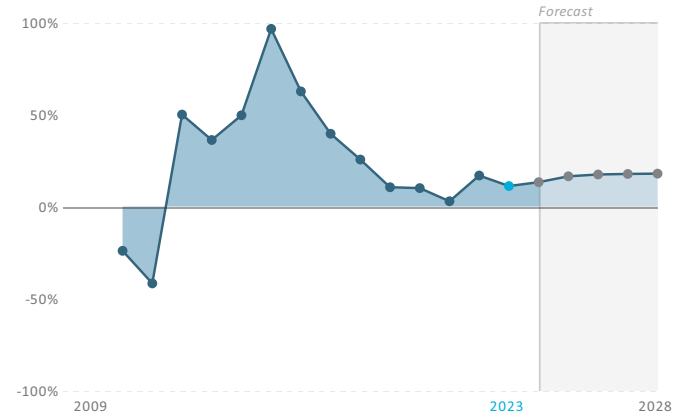
**9,531**



#### Sales Performance of Convenience Retailers

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

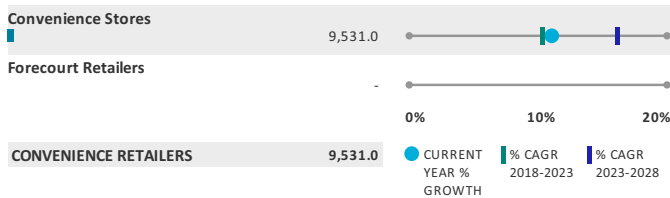
**11.2%**



#### Sales of Convenience Retailers by Category

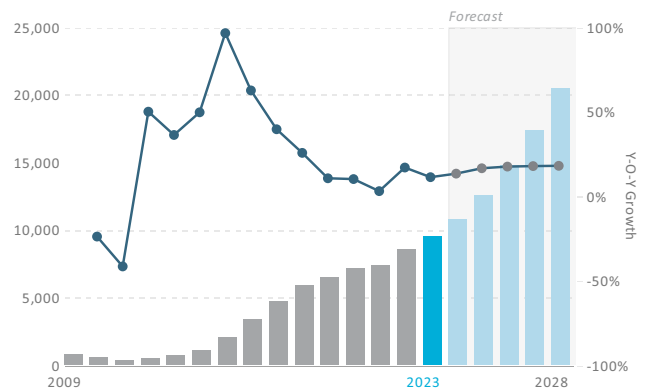
Retail Value RSP excl Sales Tax - VND billion - Current - 2023 Growth Performance

Click on a Category to update Sales Chart



#### Sales of Convenience Stores

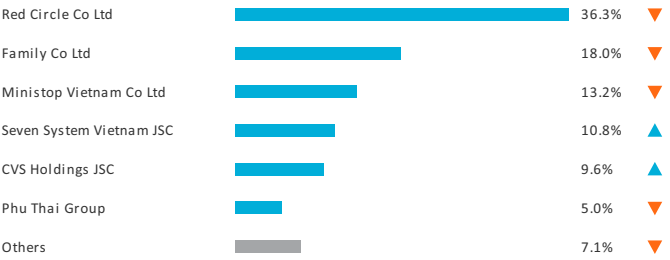
Retail Value RSP excl Sales Tax - VND billion - Current - 2009-2028



Competitive Landscape

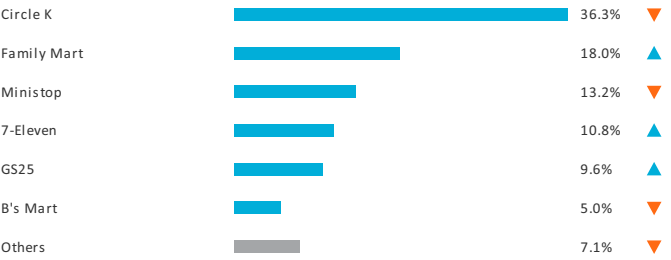
Company Shares of Convenience Retailers

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



Brand Shares of Convenience Retailers

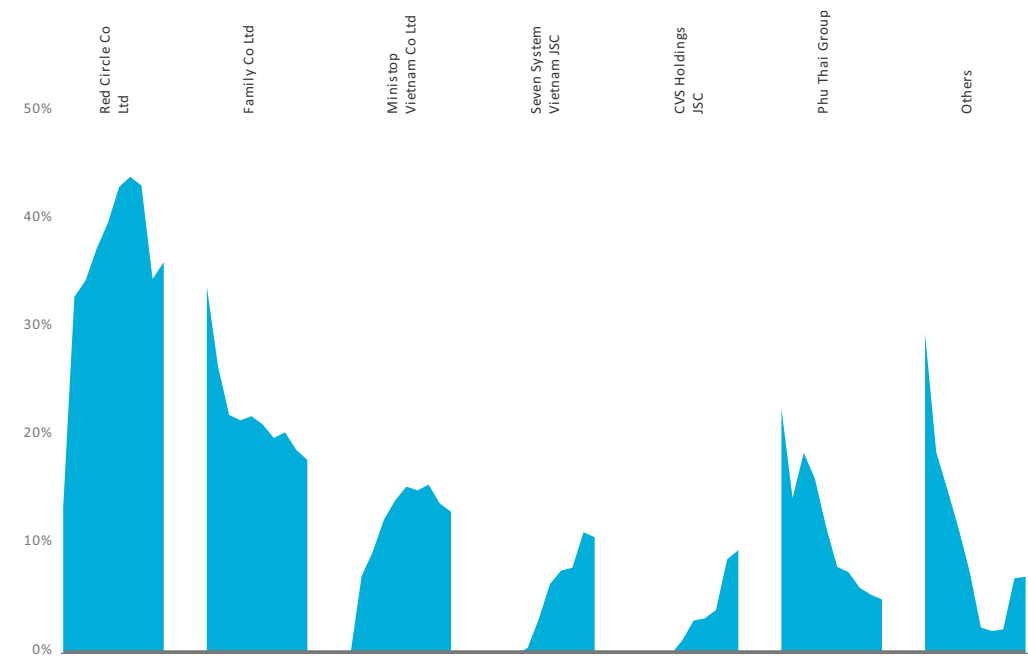
% Share (LBN) - Retail Value RSP excl Sales Tax - 2023



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

Company Share Performance in Convenience Retailers

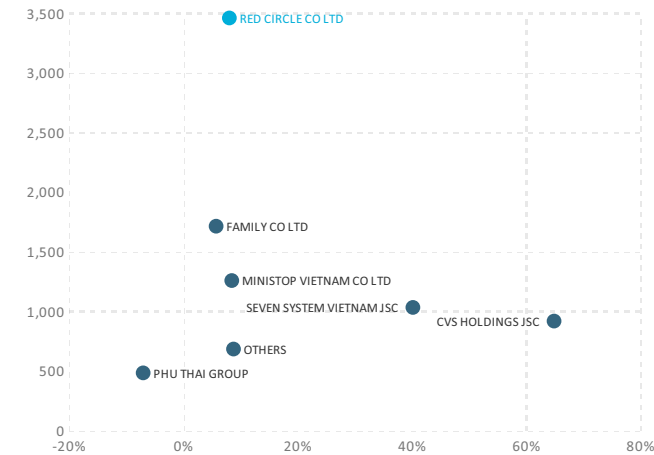
% Share (NBO) - Retail Value RSP excl Sales Tax - 2014-2023



Retail Sales Performance by Company

Retail Value RSP excl Sales Tax (NBO) - VND billion 2023 - % CAGR 2018-2023

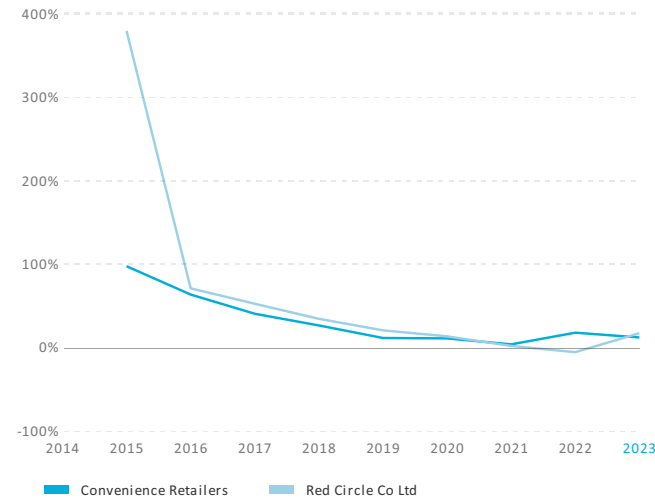
Click on company to compare against market



Company Performance vs Market

% Y-O-Y Growth (NBO) 2014-2023

Red Circle Co Ltd



Market Concentration of Convenience Retailers by Company

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

