

HYPERMARKETS IN VIETNAM - DATAGRAPHICS

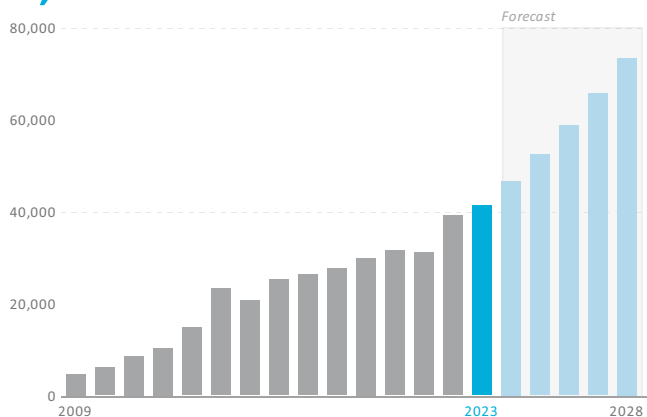
Country Report | Feb 2024

Market Sizes

Sales of Hypermarkets

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

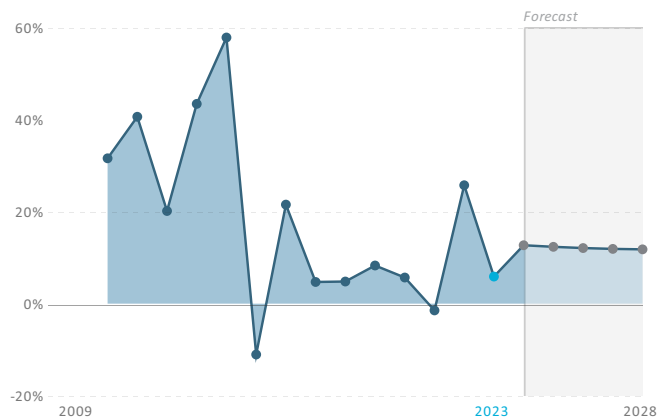
41,267



Sales Performance of Hypermarkets

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

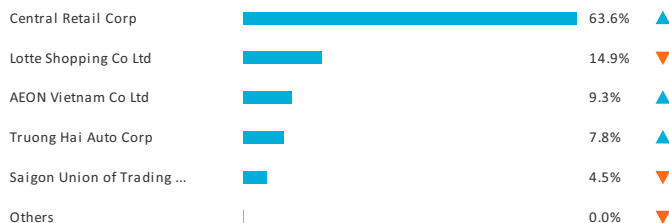
5.9%



Competitive Landscape

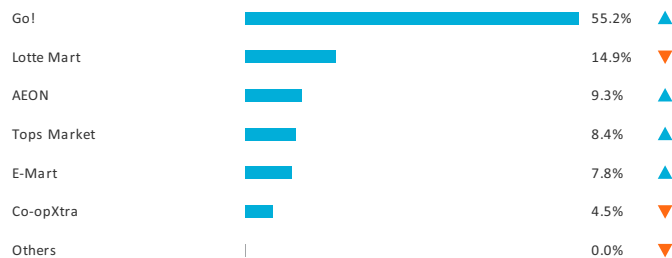
Company Shares of Hypermarkets

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



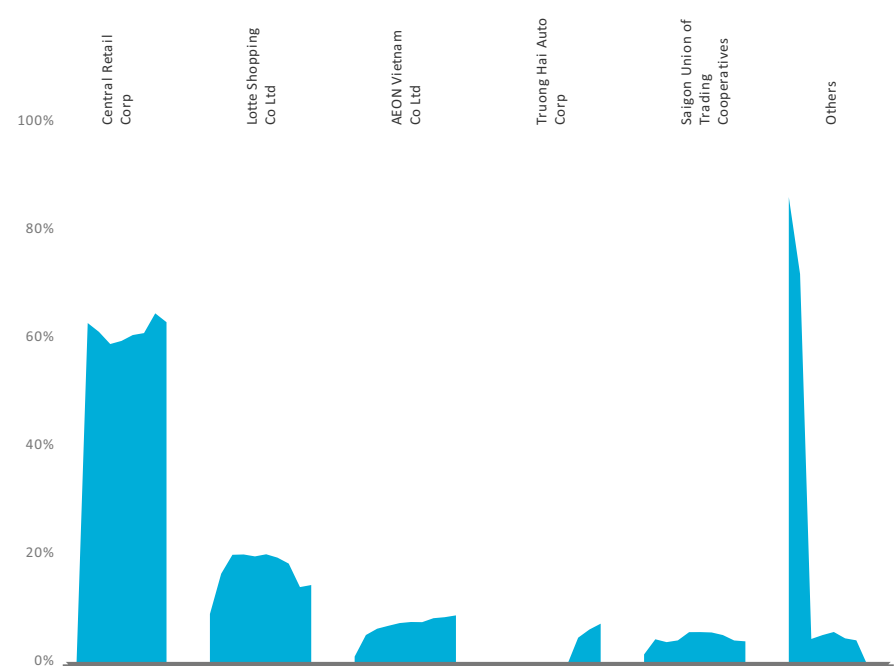
Brand Shares of Hypermarkets

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

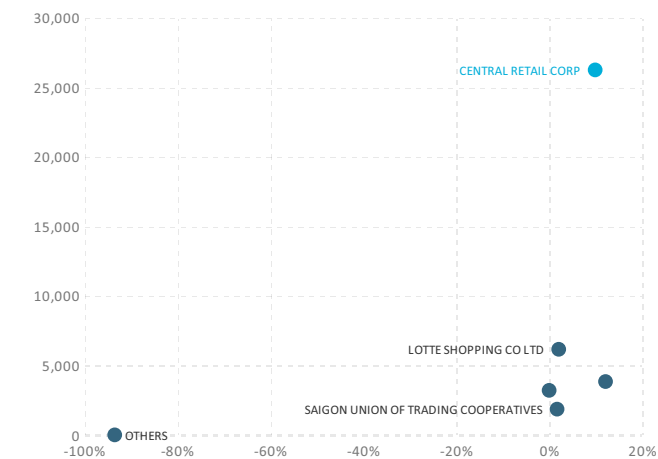


5-Year Trend
 ▲ Increasing share ▼ Decreasing share — No change

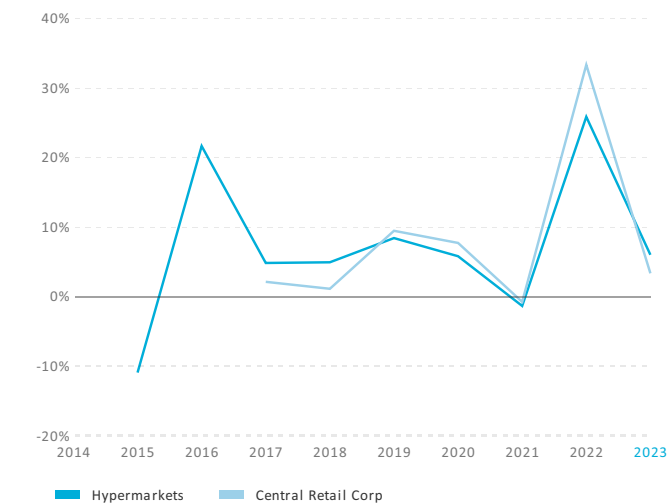
Company Share Performance in Hypermarkets
% Share (NBO) - Retail Value RSP excl Sales Tax - 2014-2023



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
Central Retail Corp



Market Concentration of Hypermarkets by Company

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

