

SUPERMARKETS IN VIETNAM - DATAGRAPHSICS

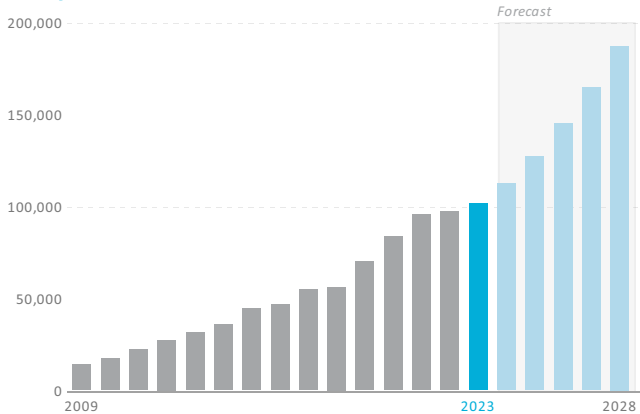
Country Report | Feb 2024

Market Sizes

Sales of Supermarkets

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

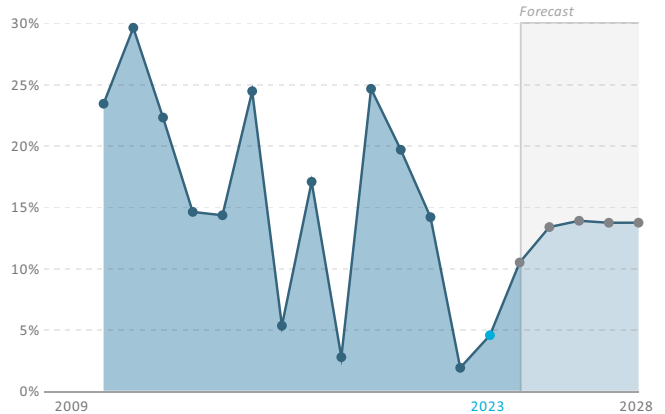
101,491



Sales Performance of Supermarkets

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

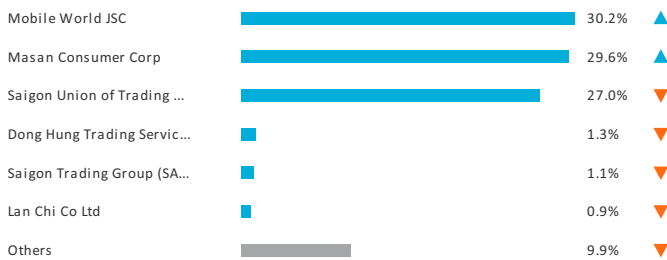
4.5%



Competitive Landscape

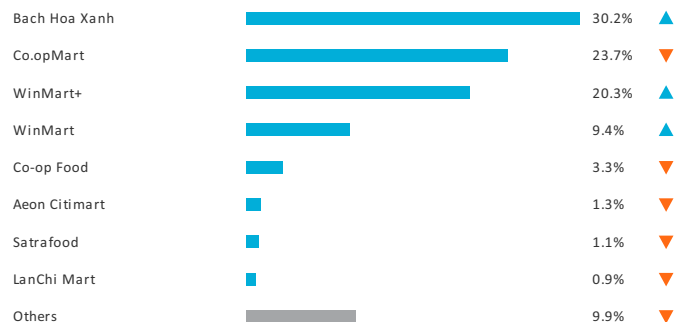
Company Shares of Supermarkets

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



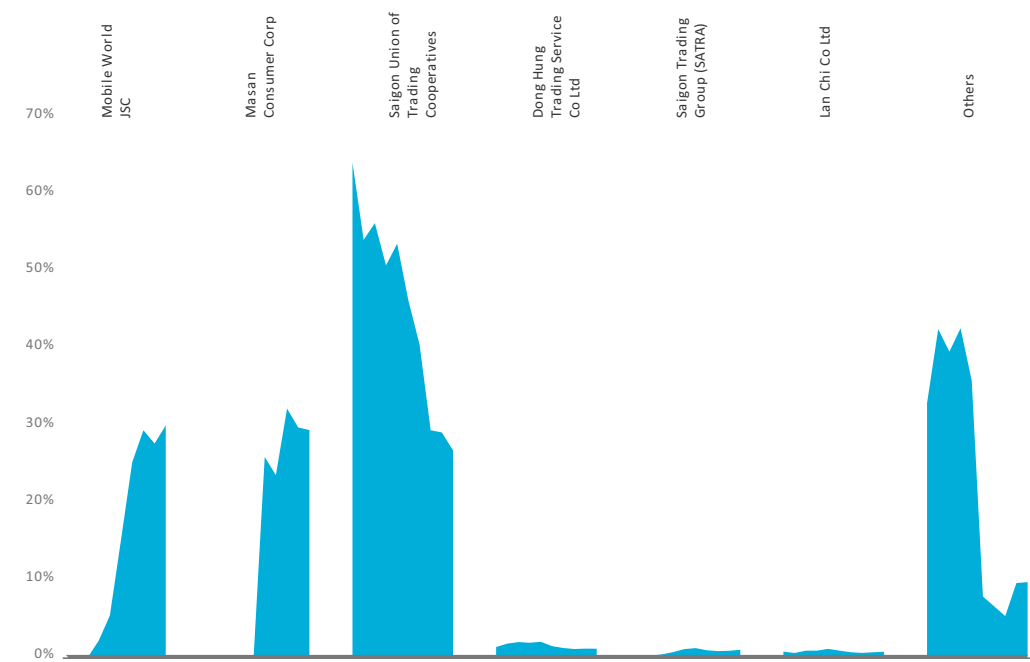
Brand Shares of Supermarkets

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

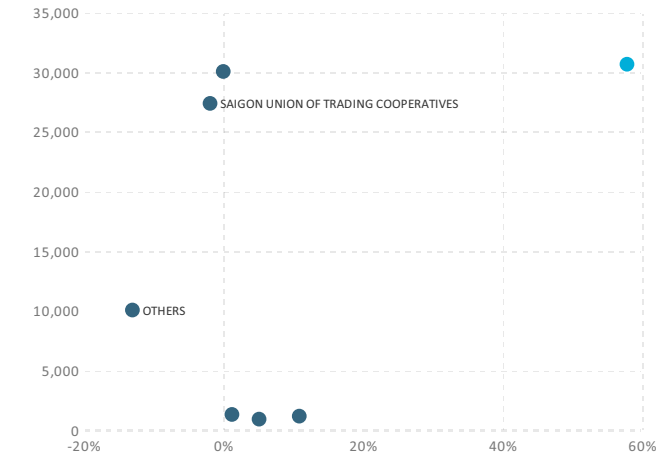


5-Year Trend
 ▲ Increasing share ▼ Decreasing share — No change

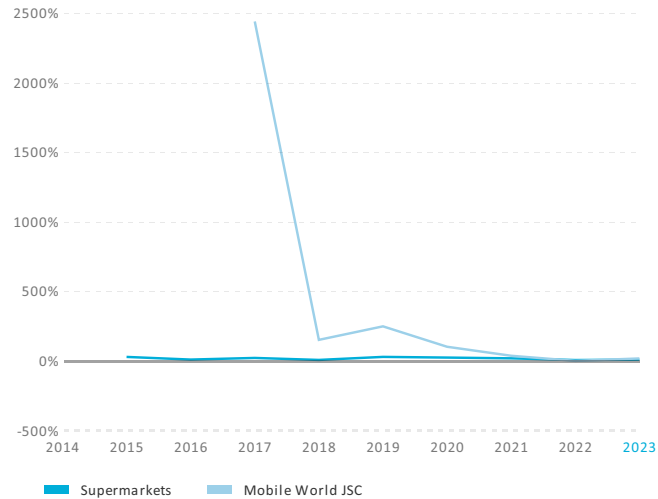
Company Share Performance in Supermarkets
 % Share (NBO) - Retail Value RSP excl Sales Tax - 2014-2023



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

