



Euromonitor
International

Convenience Retailers in Vietnam

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience stores sees continued growth in 2024
- Investment in expansion and RTE offerings
- Collaborations and mobile apps aim to attract more customers

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- Competition set to intensify
- Players will continue to target young consumers

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- Retailers increase focus on Gen Z and younger generations
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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