



Small Local Grocers in Vietnam

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modern retailers limit growth for small local grocers
- Players pursue strategies to attract more customers
- Online channels boost small local grocers' sales

PROSPECTS AND OPPORTUNITIES

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- Fragmentation persists amid independent ownership

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Retail in Vietnam - Industry Overview

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- Retail in 2024: the big picture
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- What next for retail?

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