



# Small Local Grocers in Vietnam

February 2024

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## Small Local Grocers in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Competition heats up for small local grocers as convenience channel poses challenges

Players focus on strategies to attract more customers

Mobile payment options start to gain ground in small local grocers as operators focus on improved store environments

#### PROSPECTS AND OPPORTUNITIES

Growth to slow but remain stable during the forecast period

Small local grocers will remain highly fragmented thanks to continued prevalence of independent ownership

Online delivery options to expand throughout channel

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Retail in 2023: The big picture

Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

What next for retail?

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Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double Digit Sales Days

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