

Retail E-Commerce in Vietnam

March 2025

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Retail E-Commerce in Vietnam - Category analysis

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2024 DEVELOPMENTS

Retail e-commerce extends strong growth in 2024 TikTok secures foothold in Vietnam New regulations shape 2024 retail ecommerce

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Retail in Vietnam - Industry Overview

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Informal retail Opening hours for physical retail **Summary 1** - Standard Opening Hours by Channel Type 2024 Seasonality Vietnamese Lunar New Year (Tet) Black Friday Double Digit Sales Days

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