



# Appliances and Electronics Specialists in Vietnam

March 2025

Table of Contents

## Appliances and Electronics Specialists in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A modest rebound for appliances and electronics specialists  
Mobile World JSC continues its consolidation  
FPT moves into consumer appliances and Nguyenkim focuses on store innovation

#### PROSPECTS AND OPPORTUNITIES

A path to recovery in a dynamic climate  
Online sales to keep on gaining ground  
Rising competition in an evolving market

#### CHANNEL DATA

Table 1 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024  
Table 2 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 3 - Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024  
Table 4 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024  
Table 5 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024  
Table 6 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 7 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Retail in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2024: the big picture  
New regulations for retail ecommerce  
Retailers increase focus on Gen Z and younger generations  
What next for retail?

### OPERATING ENVIRONMENT

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

### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024  
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024  
Table 10 - Sales in Retail Offline by Channel: Value 2019-2024  
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024  
Table 12 - Retail Offline Outlets by Channel: Units 2019-2024  
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024  
Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024  
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024  
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024  
Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024  
Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024  
Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024  
Table 28 - Retail GBO Company Shares: % Value 2020-2024  
Table 29 - Retail GBN Brand Shares: % Value 2021-2024  
Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024  
Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024  
Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024  
Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024  
Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024  
Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029  
Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029  
Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029  
Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029  
Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029  
Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029  
Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029  
Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029  
Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029  
Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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