



Euromonitor
International

Hypermarkets in Vietnam

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Central Retail Accelerates Store Expansion and Drives Outlet Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Central Retail Accelerates Store Expansion and Drives Outlet Growth

Chart 2 - Central Retail Accelerates Scale-Up in Vietnam

Go! Introduces Self-Checkout Zones to Enhance Customer Experience

Chart 3 - Hypermarkets Invest in Digital Technology to Improve the Shopping Experience for Clients

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Central Retail and Aeon Target Provincial Expansion to Capture New Spending

Go! and Lotte Integrate Technology and Sustainability to Boost Shopper Engagement

Rising Gdp and Selective Retail Formats Underpin Long-Term Gains

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Central Retail and Aeon Expand Reach as Competition Intensifies

Chart 6 - Analyst Insight for Hypermarkets

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hypermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hypermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

As Competition Increases, Discount-Driven Strategies Reshape Perceptions of Value

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

As Competition Increases, Discount-Driven Strategies Reshape Perceptions of Value

Bach Hoa Xanh'S Growth Outpaces That of Traditional Competitors in Terms of Value Increase

Dien May Cho Lon'S Livestream Mega-Sales Transform Electronics Shopping

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Generation Z and Y Fuel the Growth of Modern Retail Outlets outside Urban Areas

Tax Reforms and Local Warehousing Reshape Competition and Profitability for Both Online and Offline Retailers

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and Bytedance Expand, but Fragmentation Persists in Retail

Chart 20 - Analyst Insight for Retail

Saigon Co.Op and Canifa Set New Benchmarks with Smart Retail Innovation

Chart 21 - Ai-Powered Co.Opmart Th?ng Nh?t Smart Supermarket Featuring an In-Store Robot Assistant

Chart 22 - Canifa C-Live: Pioneering Virtual Fashion Retail in Vietnam

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Vietnamese Lunar New Year (Tet)

Black Friday

Double-Digit Sales Days

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hypermarkets-in-vietnam/report.