



Home Products Specialists in Vietnam

May 2026

Table of Contents

Home Products Specialists in Vietnam - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nha Xinh Promotes Value-Oriented Purchasing through Aggressive Discounts

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Nha Xinh Promotes Value-Oriented Purchasing through Aggressive Discounts

Chart 2 - Nha Xinh Launches Discount Campaign to Draw Customers

Home Improvement and Gardening Stores Sustain Leadership as Pet Shops Accelerate

Chart 3 - Jysk Đà Nẵng Reopens with Nordic Store Concept 3.0 and an Enhanced Customer Experience

Jysk Transforms Store Experience to Capture Young Shoppers' Attention

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Nitori Speeds up Store Expansion as Urban Youth Drive Demand for Comfort

Home Improvement Stores Consolidate Lead as Pet Shops Outpace Growth

Omnichannel and Store Upgrades Redefine Consumer Engagement

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aa Corp and Nitori Reinforce Their Dominance through Brand Investment and Rapid Expansion

Chart 8 - Analyst Insight for Home Products Specialists

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Products Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Products Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

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

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - Value Sales 2020-2030
Chart 19 - 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 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and Bytedance Expand, but Fragmentation Persists in Retail
Chart 22 - Analyst Insight for Retail
Saigon Co.Op and Canifa Set New Benchmarks with Smart Retail Innovation
Chart 23 - Ai-Powered Co.Opmart Th?ng Nh?t Smart Supermarket Featuring an In-Store Robot Assistant
Chart 24 - Canifa C-Live: Pioneering Virtual Fashion Retail in Vietnam
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 27 - Standard Opening Hours by Channel Type 2025
Seasonality
Vietnamese Lunar New Year (Tet)
Black Friday
Double-Digit Sales Days

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail
Chart 29 - Real Gdp Growth 2020-2030
Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail
Chart 32 - Population 2020-2030
Chart 33 - 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/home-products-specialists-in-vietnam/report.