



Supermarkets in Vietnam

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Winmart+ and Bach Hoa Xanh Accelerate Expansion as Shoppers Seek Modern Grocery Experiences

Chart 2 - Bach Hoa Xanh Opens 400 New Outlets in the Central and Northern Regions

Saigon Co-Op Introduces Ai-Powered Robots to Redefine In-Store Shopping

Chart 3 - Saigon Co-Op Officially Introduced an Ai-Powered Robot in Its Supermarket Store

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Bach Hoa Xanh and Winmart+ Target Underserved Areas to Drive Sustained Sales Growth

Retailers Leverage Digital Channels and Private Label Innovation to Attract Value-Focused Consumers

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Bach Hoa Xanh Accelerates Store Expansion to Widen Sales Lead

Chart 6 - Competitive Landscape for Supermarkets

Opportunities for Growth through Scale and Operational Efficiency

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

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/supermarkets-in-vietnam/report.