

RETAIL INDUSTRY IN VIETNAM (2016-2022) (SHORT VERSION)



B&Company
World in Intelligence

B&Company Vietnam Co.,Ltd

June 2024

Scope of research

The report based on VSIC code 47 to analyze about retail industry in Vietnam with time scope from 2016 to 2022

Retail Industry Classification

VSIC code*	Industry Description
47	Retail trade (except motor vehicles, motorcycles and other motor vehicles)
471	Retail sale in non-specialized stores
472	Retail sale of food, beverages, tobacco and aztec tobacco in specialized stores
473	Retail sale of automotive fuel in specialized stores
474	Retail sale of information and communications equipment in specialized stores
475	Retail sale of other household equipment in specialized stores
476	Retail sale of cultural and recreation goods in specialized stores
477	Retail sale of other goods in specialized stores
478	Retail sale via stalls or markets
479	Retail trade not in stores, stalls or markets

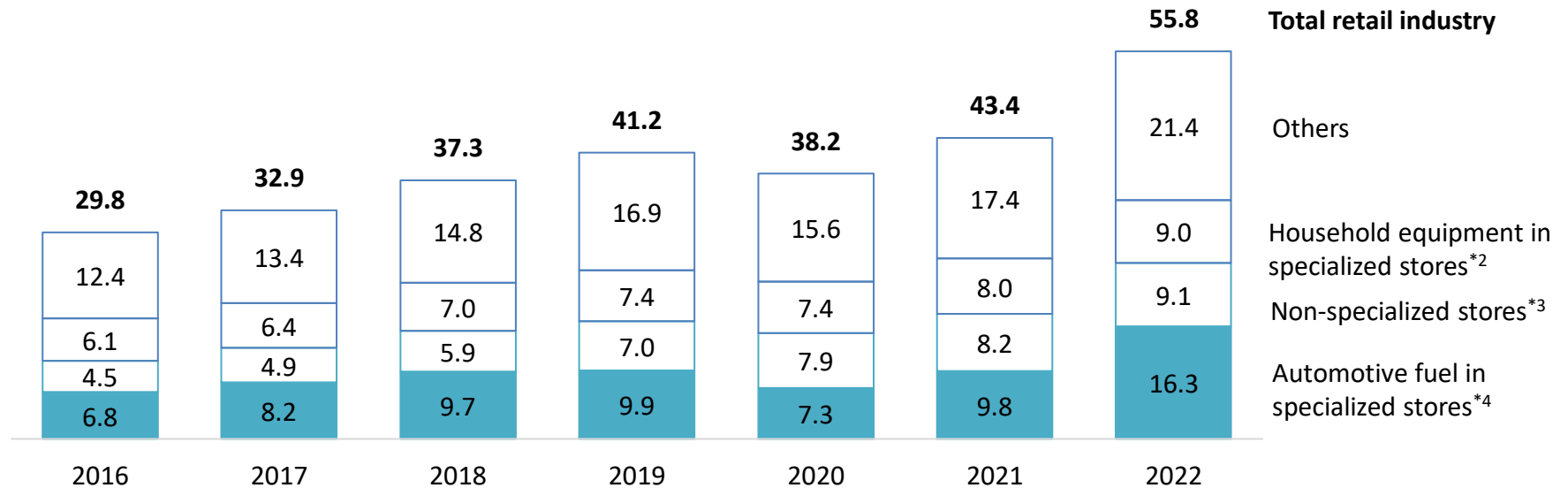
* Vietnam Standard Industrial Classification
Source: Decision 27/2018/QĐ-TTg

Market size of retail industry

Revenue of companies in retail industry sector grew 2 times from 2016 to 2022 (with CAGR of 11% per year) to reach 56 Billion USD in 2022

Revenue of companies in retail industry*¹ in 2016-2022

Unit: Billion USD



- In general, the revenue of companies in retail industry witnessed a significant growth over the last 6 years, especially in the post Covid-19 period (2021-2022: 28.6%)
- Among the subsector, retail sales of automotive fuel in specialized stores accounted for the largest revenue

*¹ Revenue of companies with the main registered VSIC code of 47; *² VSIC code 475; *³ VSIC code 471, *⁴ VSIC code 473

Note: Assumed 1 USD= 25,465 VND (exchange rate on June 25 of Vietcombank)

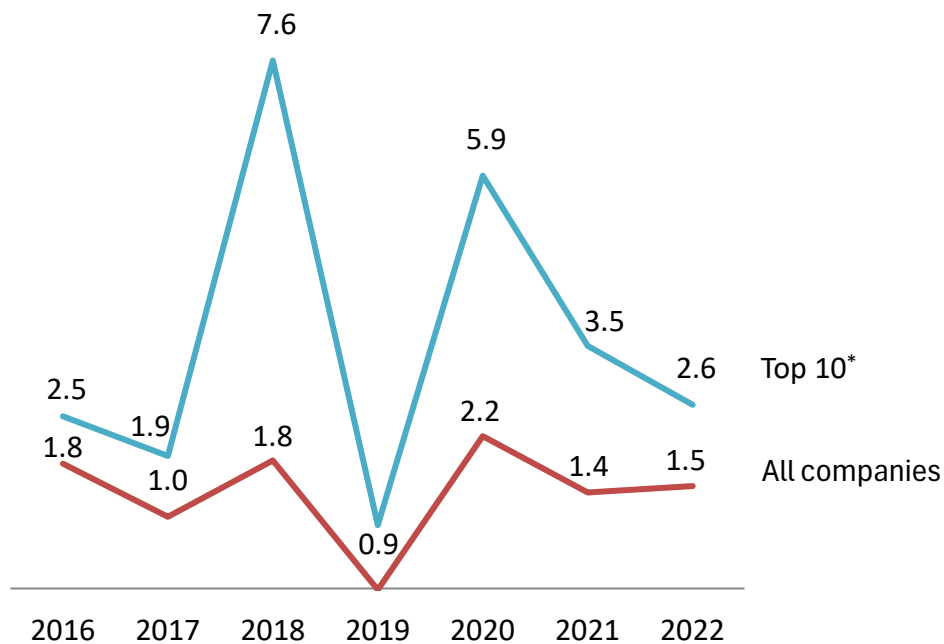
Source: B&Company database

Profitability and main players of retail industry

Profitability of top 10 companies is about 2 times higher than average level. Some main players in retail industry in Vietnam are Mobile World JSC, Phu Nhuan Jewelry JSC, Wincommerce JSC, etc

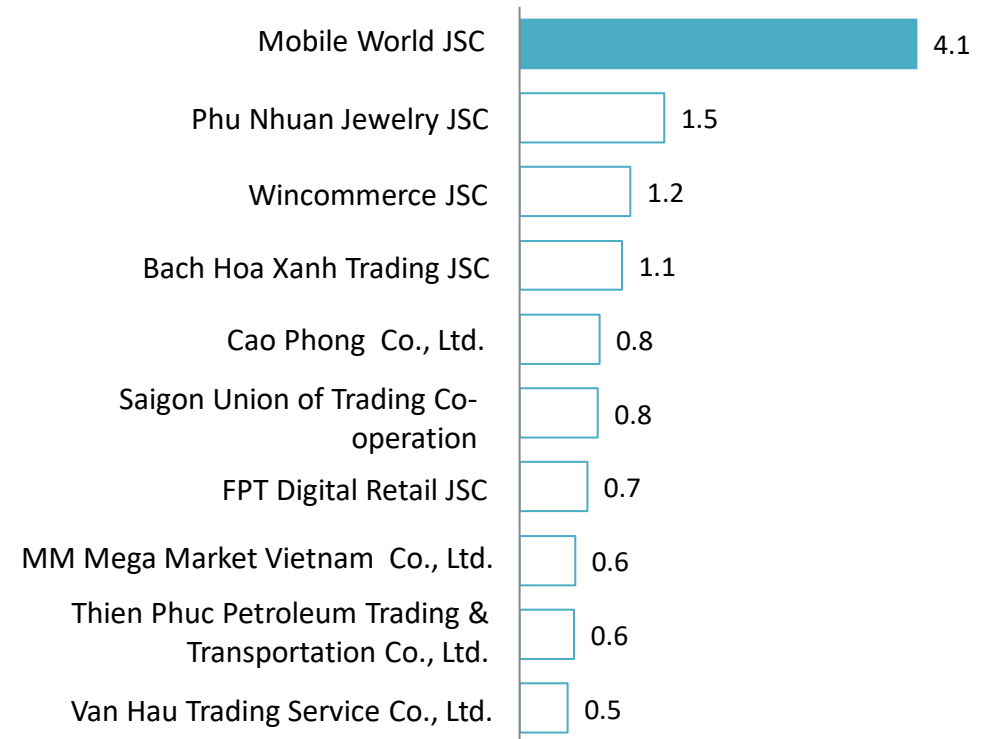
Profitability of retail industry in 2016-2022

Unit: %



Top 10 Highest Revenue Players in 2022

Unit: Billion USD



*Defined with the Top 10 highest revenue in 2022

Note: Assumed 1 USD= 25,465 VND (exchange rate on June 25 of Vietcombank)

Source: B&Company database



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*Founded in **Japan in 2001** as market research consulting and oversea expansion support based in Tokyo, we had expanded into **Vietnam since 2008** with 2 offices in Hanoi and Ho Chi Minh City. We have recently created a **database of over 900,000 companies** in Vietnam, which can be utilized to search for corporate partners and analyze the market*

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