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Vietnam, one of the world's five most lucrative retail markets, has been experiencing significant changes in the regulatory structure and consumer behavior. In our latest report, we found that the number of modern retail stores has considerably increased in Vietnam's retail market, which is attracting a number of foreign investors and international brands. Keeping in view such developments, we estimate that the retail sales of goods and services in the country will surge at a CAGR of around 26% during 2012-2015.

The "Vietnam Retail Market Forecast to 2014" says that though penetration of modern retailing is quite low in the country as traditional players dominate, the modern retail channels are expected to play a crucial role in future growth. We also studied how e-retailing and mobile retailing segments are changing the face of the industry, which is expanding in line with rising disposable incomes and infrastructure development. During trend analysis, it was observed that the rural retail market will continue to provide multitude of investment opportunities in Vietnam.

<http://www.bharatbook.com/market-research-reports/retail-market-research-report/vietnam-retail-market-forecast-to-2014.html>

The segment-level analysis made it clear that in packaged food segment, noodles are favorite food of Vietnamese people. Besides, parents' growing awareness will continue to spur growth in baby food division. In non-food segment, we analyzed the durable and non-durable consumer goods segments, and found that clothing sector is well-developed and export-oriented, while cosmetics and toiletries sector lacks strong local manufacturing facilities. On the other hand, the demand for consumer electronics and white goods is expected to further increase in the coming years. market to market

The province-wise study divulged that central highland province in Vietnam is expected to have the highest growth in the retail market. Additionally, the report sheds light on retail sales by ownership which concludes that non-state companies hold the maximum share in the retail industry. It also discusses the roadblocks which may hamper the industry's future growth. Most importantly, it elaborates the industry's current and past performance, and presents forecasts to depict a clear and balanced picture of the Vietnamese retail market to clients.

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Vietnam Retail Market Forecast to 2014

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