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Vietnam retail store (Modern Trade) trend 2026

Asia Plus Inc.



Overview

Vietnam is currently perceived as undergoing a vigorous phase of consumption expansion, characterized by an optimal population structure and an ascending middle-class segment, which, together with swift urbanization, is propelling the growth of contemporary trade practices.

The primary objective of this report is to shed light on the prevailing trend of modern trade by conducting a detailed analysis based on the categorical enumeration of prominent retail outlets across Vietnam.

The enumeration of the stores has been conducted as of March 2026.

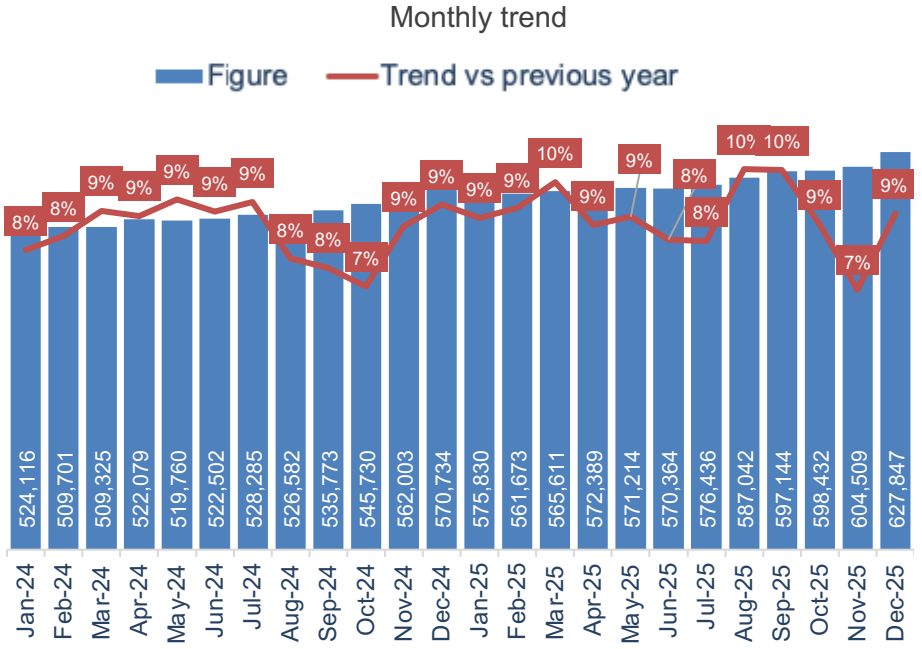
- The store numbers in the report are based on desktop research.
- Some new stores were added in 2020/2021/2022/2023/2024/2025/2026. In those cases, we did not include those stores in 2019/2020/2021/2022/2023 comparison.
- 2019 data is as of April, 2020 data is as of March, 2021 data is as of April, 2022 - 2025 data are as of March.
- The numbers of 2020, 2021, 2022 can be affected by the COVID-19 pandemic.



Vietnam retail trend summary

Retail sales trend (2025)

| Category | 2023 YOY* (Jan-Dec) | 2024 YOY** (Jan-Dec) | 2025 YOY** (Jan-Dec) | Trend vs P.Y |
|----------------------------|---------------------|----------------------|----------------------|--------------|
| Total | 5,865,487 | 6,391,003 | 7,008,932 | 9% |
| Retail | 4,544,261 | 4,921,698 | 5,335,113 | 8% |
| Accommodation and catering | 649,791 | 733,920 | 843,083 | 13% |
| Travelling | 53,825 | 62,459 | 93,889 | 33% |
| Others | 617,611 | 672,926 | 736,847 | 9% |

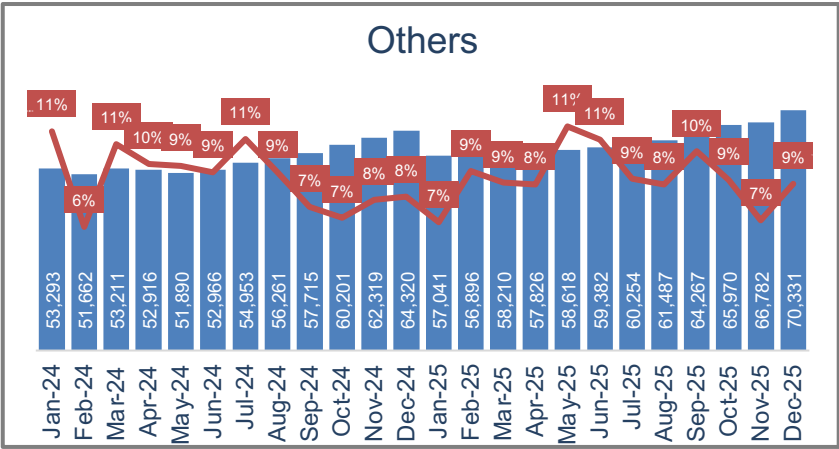
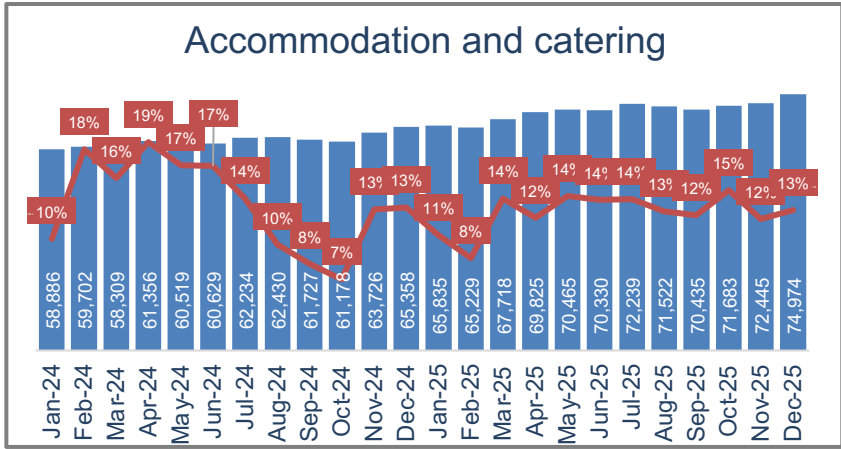
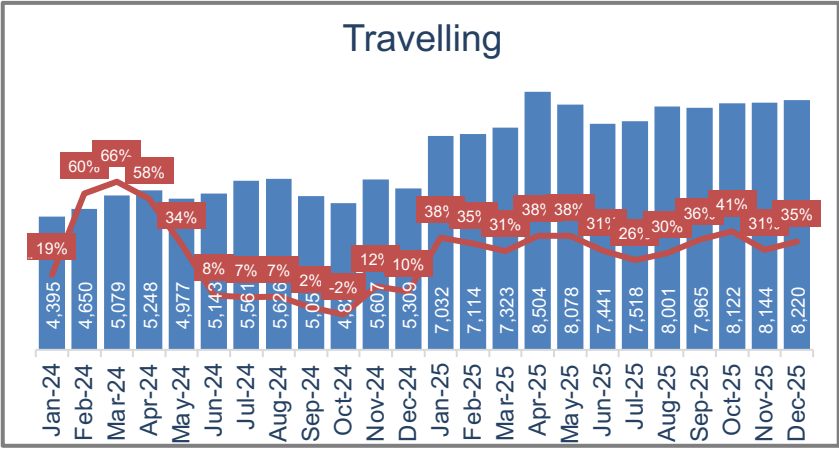
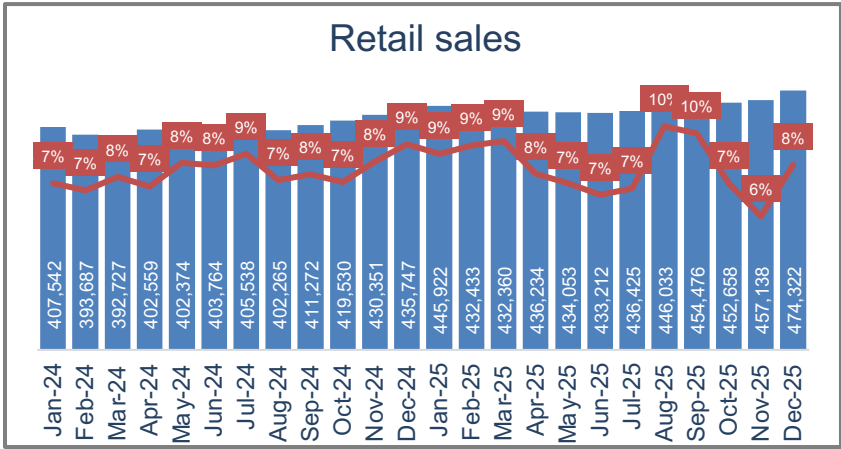


In 2025, the total retail sales of goods and consumer service revenue at current prices are estimated to reach VND 7 trillion, an increase of 9.0% compared to the same period last year.

Source: GSO (General Statistics Office of Vietnam) / * Recalculation: 2023 YOY = 2024 YOY / (100% + Growth rate) / ** Estimated figures provided by GSO



Retail sales trend (2025)



Source: GSO (General Statistics Office of Vietnam)



Fierce competition among coffee chains

Top coffee chains continue expanding their store footprint, but at a slower pace. Meanwhile, **The Coffee House** is reducing its store network.



2024: 770
2025: 855 (11%)
2026: 928 (8%)



Coffee & Tea

2024: 158
2025: 237 (50%)
2026: 249 (5%)



2024: 104
2025: 127 (22%)
2026: 149 (15%)



KATINAT
SAIGONKAFÉ

2024: 69
2025: 93 (35%)
2026: 120 (23%)

**THE
COFFEE
HOUSE**

2024: 141
2025: 93 (-34%)
2026: 82 (-13%)



Cosmetic chain expansion accelerates

Beauty retail chains show mixed trends: **Hasaki** continues strong expansion, **Guardian** grows modestly, while **The Body Shop** and **The Face Shop** continue to reduce their store networks.



2024: 172
2025: 252 (47%)
2026: 304 (17%)



2024: 104
2025: 125 (20%)
2026: 127 (2%)



THE BODY SHOP

2024: 41
2025: 30 (-27%)
2026: 29 (-3%)

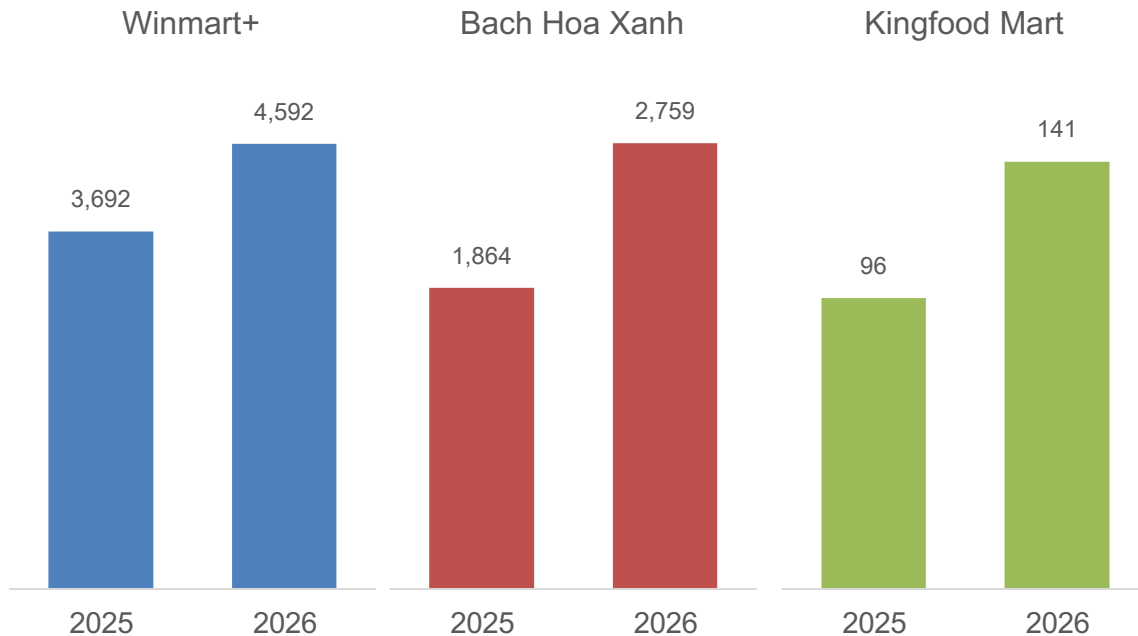
THE FACE SHOP
CLEAN BEAUTY

2024: 32
2025: 28 (-13%)
2026: 9 (-211%)



Supermarket chain re-expansions

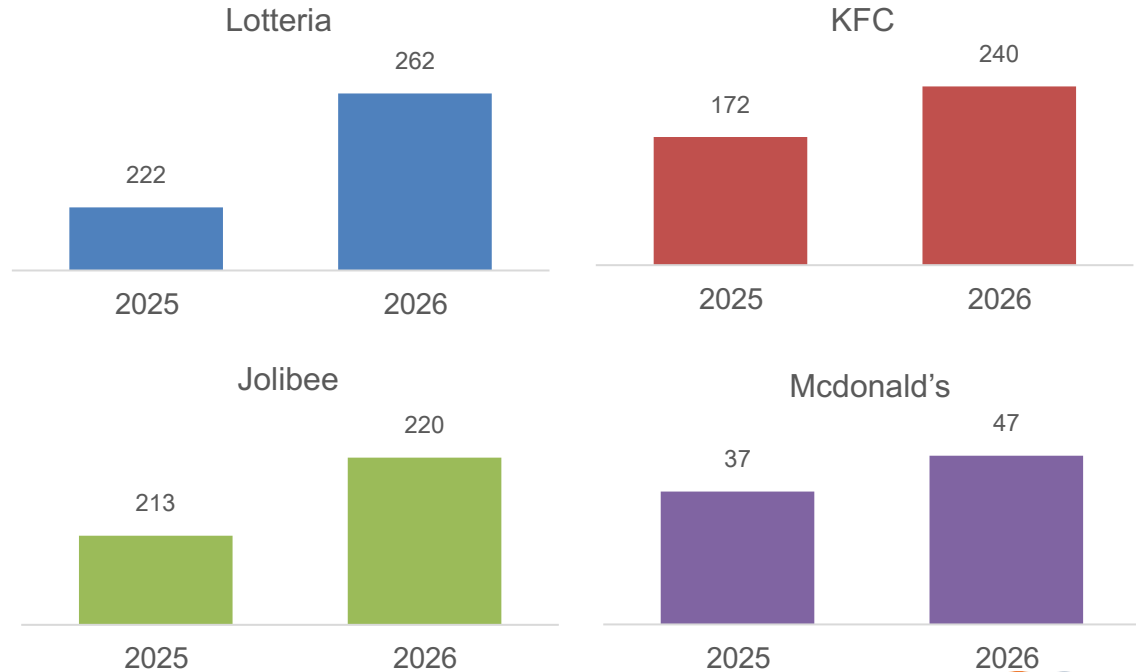
Small- and medium-sized supermarket chains, including WinMart+, Bách Hóa Xanh, and Kingfood Mart, are rapidly expanding in both urban and suburban areas.





Fast food chains drive expansion

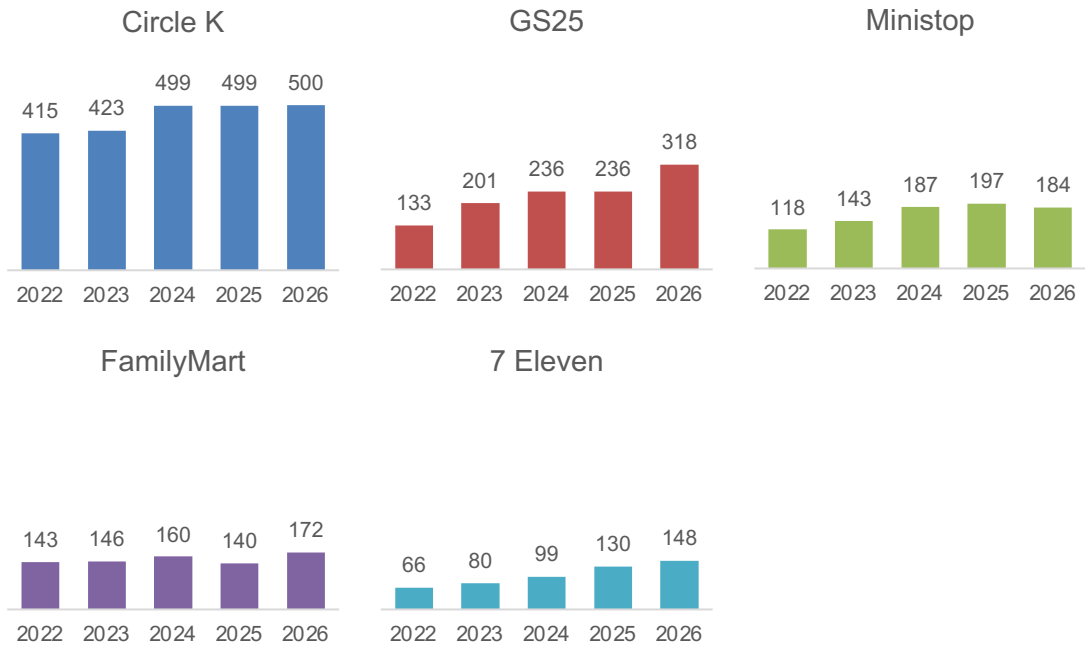
Fast food chains are showing relatively strong store expansion, particularly outside HCM and Hanoi. KFC has recorded over 40% store growth in the last 12 months.





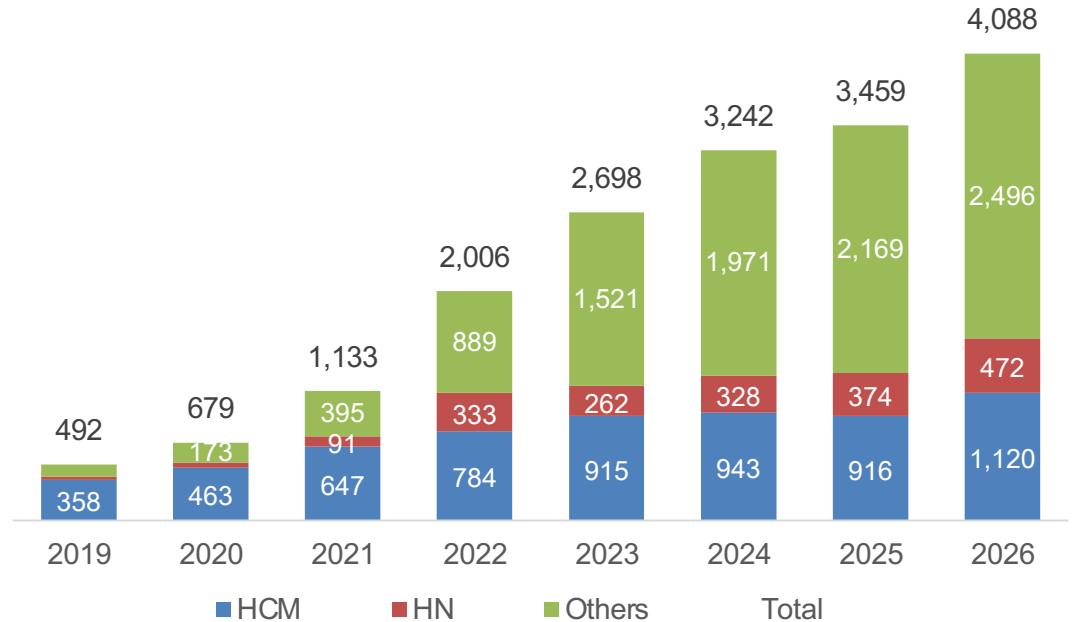
Ups & downs of convenience store

Convenience store chains continue expanding their footprint in Vietnam. Growth is mainly driven by **GS25** and **7-Eleven**, while **Circle K** remains stable and **Ministop** shows slight fluctuation.



Drug store steady expansion

Drugstore chains continue strong expansion, **reaching over 4,000 stores in 2026**, with growth mainly driven by expansion in provinces outside HCM and Hanoi.

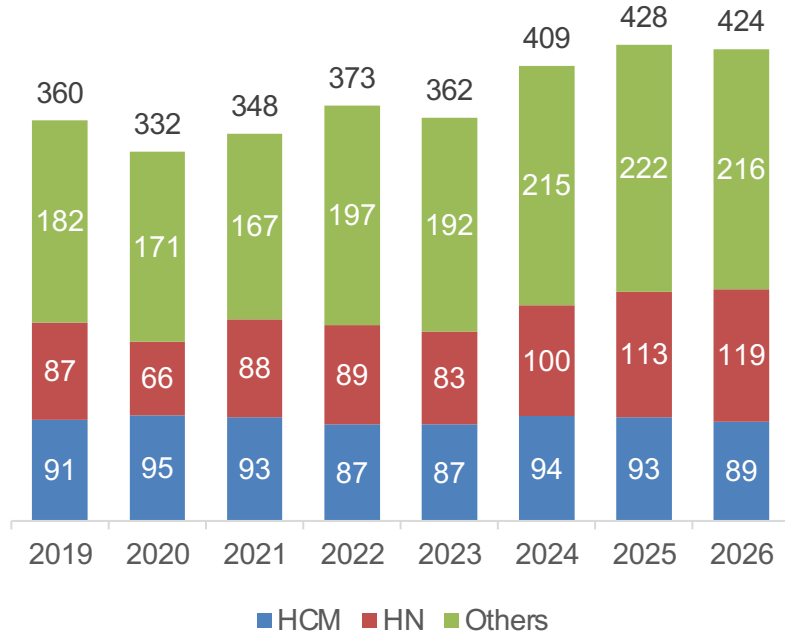




Vietnam modern trade landscape 2026

Supermarket

Supermarket chains show modest growth overall, while smaller chains (not included in the chart) such as Kingfood, Klever Fruit, and Fujimart continue expanding.

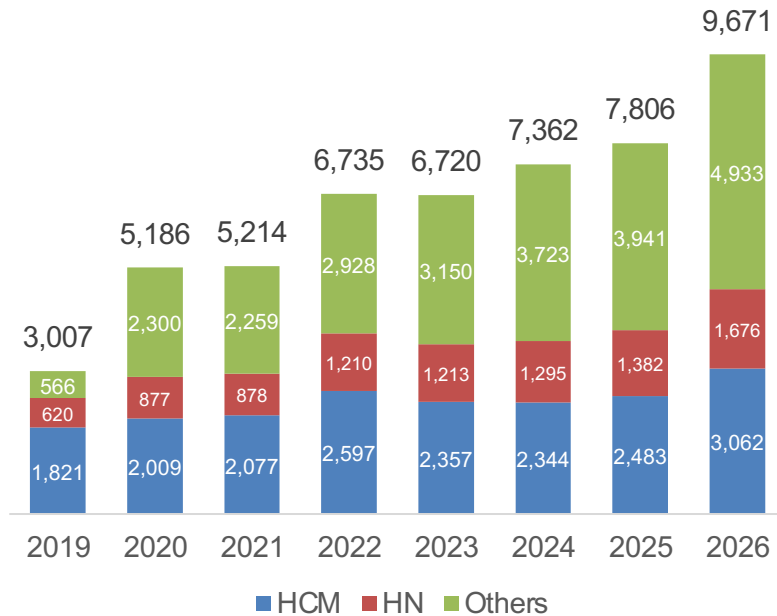


| Name | HCM | HN | Others | Total |
|---------------|------------|------------|------------|------------|
| Kingfood Mart | 134 | - | 7 | 141 |
| Winmart | 20 | 45 | 71 | 136 |
| Coopmart | 39 | 6 | 73 | 118 |
| Klever fruit | 15 | 41 | - | 56 |
| Big C/ Go! | 6 | 2 | 34 | 42 |
| Sakuko | - | 24 | 11 | 35 |
| Aeon Maxvalu | - | 22 | 6 | 28 |
| Lanchimart | - | 10 | 14 | 24 |
| Fujimart | - | 23 | - | 23 |
| MegaMarket | 3 | 4 | 13 | 20 |
| BRG Mart | - | 12 | 6 | 18 |
| Annam Gourmet | 12 | 2 | - | 14 |
| Aeon Citimart | 13 | - | - | 13 |
| Tops Market | 4 | 5 | - | 9 |
| Nam An Market | 4 | - | - | 4 |
| Emart | 3 | - | - | 3 |
| Satramart | 1 | - | - | 1 |
| Total | 254 | 196 | 235 | 685 |

*The above graph figure does not include Kingfood Mart, Nam An Market, Klever Fruit, Aeon Max Valu (added in 2025).

Convenient store / Mini super

Mini-supermarket chains see strong expansion from WinMart+ and Bach Hoa Xanh, each adding >700 stores. Meanwhile, convenience store chains remain relatively stable with limited changes in store numbers.

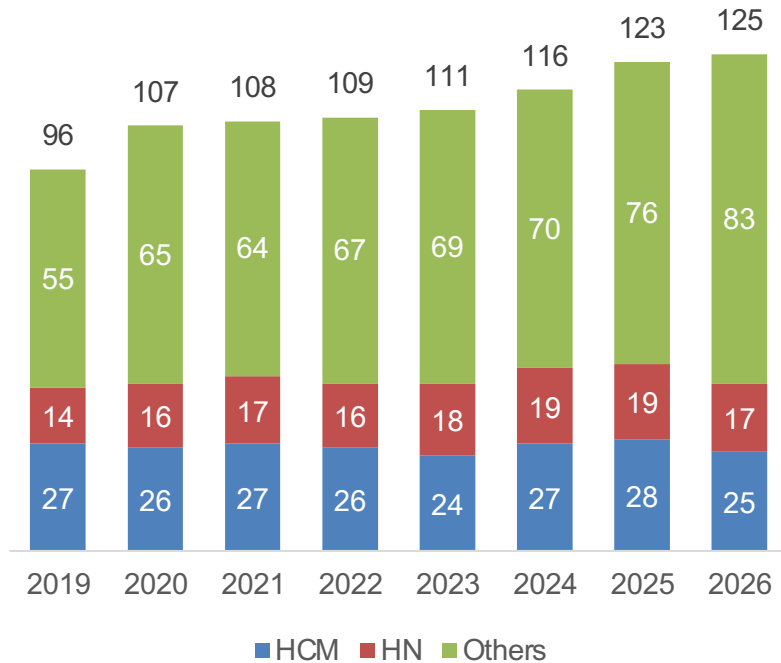


| Name | HCM | HN | Others | Total |
|-------------------|-------------|-------------|-------------|-------------|
| Winmart+ | N/A | N/A | N/A | 4592 |
| Bach Hoa Xanh | 888 | - | 1871 | 2759 |
| Co.op food | 185 | 4 | 390 | 579 |
| Circle K | 223 | 191 | 86 | 500 |
| GS25 | 196 | 46 | 76 | 318 |
| Satrafods | 226 | - | - | 226 |
| Mini Stop | 184 | - | - | 184 |
| Family Mart | 172 | - | - | 172 |
| 7 Eleven | 139 | 4 | 5 | 148 |
| K-market | 19 | 33 | 14 | 66 |
| B's Mart | 40 | - | - | 40 |
| Soi Bien | - | 36 | - | 36 |
| <i>Cheers</i> | 19 | - | 3 | 22 |
| Bac Tom | - | 20 | - | 20 |
| BRGMART | 2 | 15 | - | 17 |
| T-Mart | - | 14 | - | 14 |
| <i>3sach Mart</i> | 10 | - | - | 10 |
| Total | 3091 | 1676 | 4936 | 9703 |

*The above graph figure does not include: Cheers (added 2020), 3Sach Mart (added 2025)

Department store

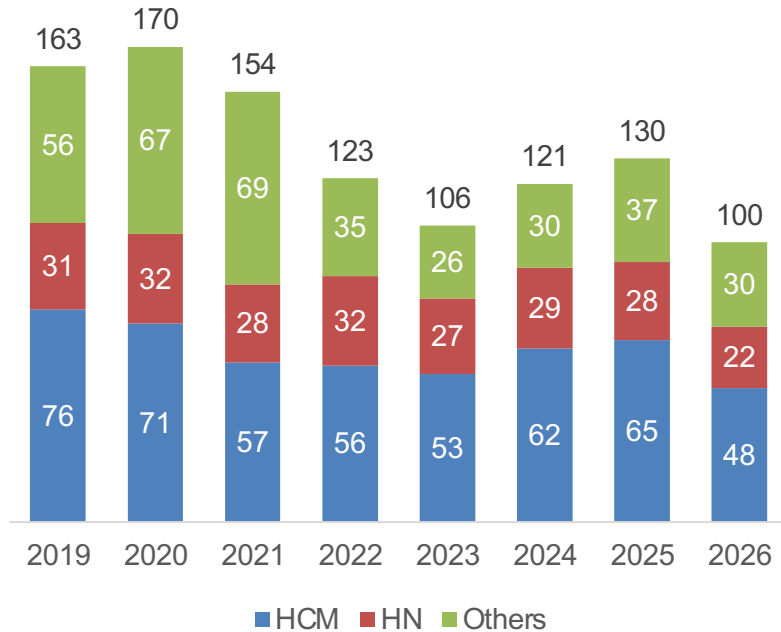
Department stores remain stable, with new openings mainly from AEON and Vincom.



| Name | HCM | HN | Others | Total |
|---------------|-----------|-----------|-----------|------------|
| Vincom | 14 | 12 | 65 | 91 |
| AEON Mall | 3 | 3 | 9 | 15 |
| LotteMart | 4 | 2 | 9 | 15 |
| Crescent Mall | 1 | - | - | 1 |
| Diamond | 1 | - | - | 1 |
| Takashimaya | 1 | - | - | 1 |
| VivoCity | 1 | - | - | 1 |
| Total | 26 | 34 | 85 | 145 |

Mini store

The number of mini stores continues to decline, especially in HCM, with brands like Daiso, Miniso, and Mumuso reducing over 30% of their stores compared to 2024.

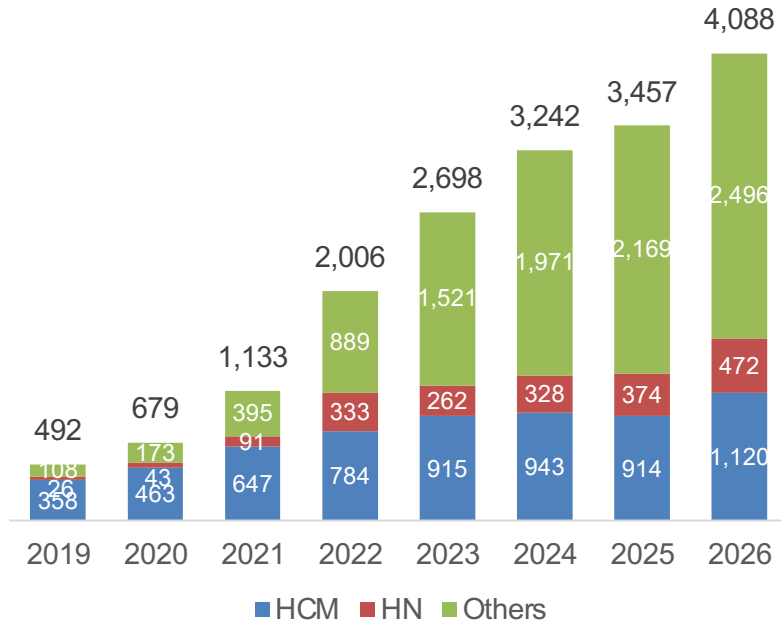


| Name | HCM | HN | Others | Total |
|--------------|-----------|-----------|-----------|------------|
| Miniso | 25 | 13 | 28 | 66 |
| Minigood | 11 | 3 | - | 14 |
| OH!SOME | 6 | 6 | 1 | 13 |
| Moji | 5 | 5 | - | 10 |
| Hachi Hachi | 5 | - | - | 5 |
| Daiso | 2 | - | 1 | 3 |
| Komonoya | - | 1 | 1 | 2 |
| Total | 48 | 22 | 30 | 100 |

*The above graph figure does not include OH!SOME which was added in 2026

Drug store

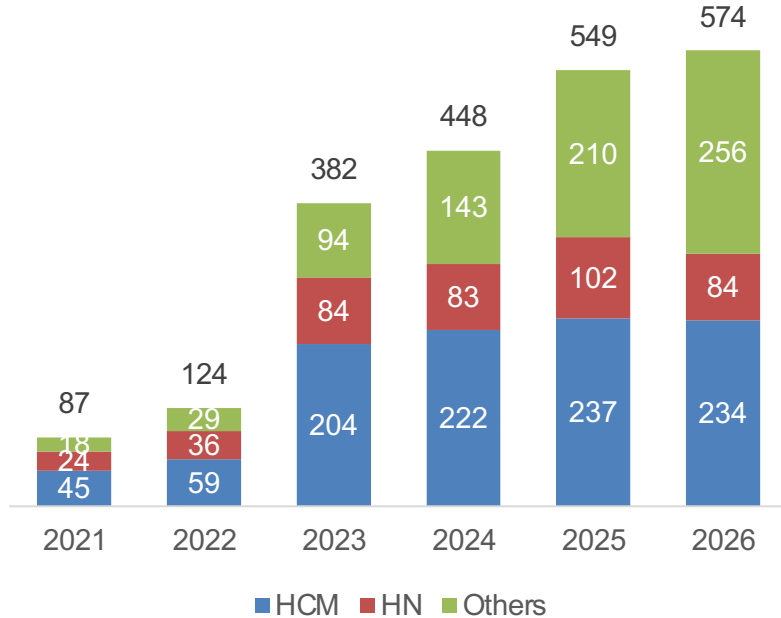
The number of drugstores in 2026 increased by ~15% vs. 2025, mainly driven by the expansion of Long Chau (+400 stores), along with Pharmacy and An Khang (+100 stores).



| Name | HCM | HN | Others | Total |
|-------------------|-------------|------------|-------------|-------------|
| Long Chau | 461 | 288 | 1632 | 2381 |
| Pharmacy | 431 | 159 | 475 | 1065 |
| An Khang Pharmacy | 113 | | 302 | 415 |
| Guardian | 79 | 21 | 27 | 127 |
| Medicare | 8 | | 56 | 64 |
| Matsumoto Kiyoshi | 11 | 4 | 4 | 19 |
| Phano Pharmacy | 15 | | | 15 |
| ECO pharma | 2 | | | 2 |
| Total | 1120 | 472 | 2496 | 4088 |

Cosmetic store

Cosmetic store numbers increase slightly vs. 2025, mainly driven by the expansion of Hasaki, while local brand Cỏ Mềm records >20% growth across other regions.

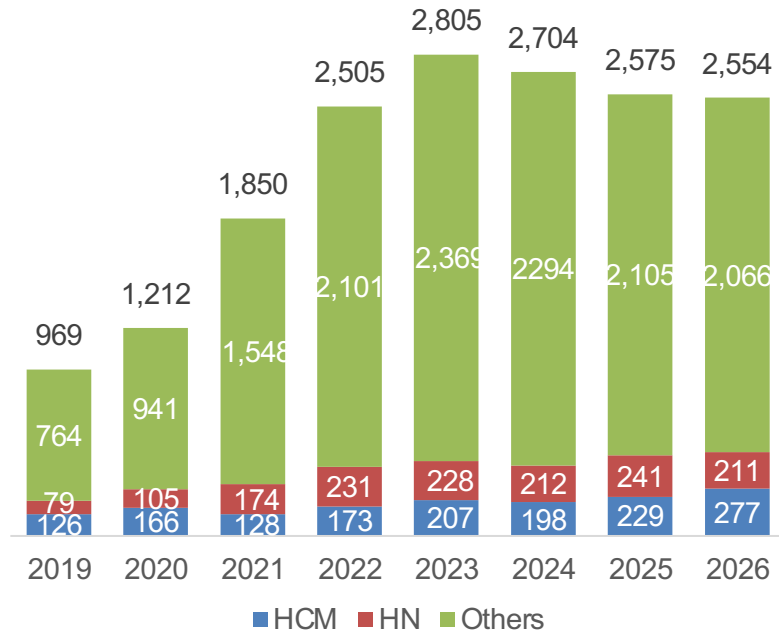


| Name | HCM | HN | Others | Total |
|-------------------|------------|------------|------------|------------|
| Hasaki | 91 | 13 | 200 | 304 |
| Guardian | 79 | 21 | 27 | 127 |
| Cỏ Mềm | 15 | 13 | 52 | 80 |
| The Body Shop | 14 | 10 | 5 | 29 |
| Beautybox | 14 | 9 | 2 | 25 |
| Watsons Vietnam | 18 | - | 1 | 19 |
| Glam Beautique | 6 | 3 | 7 | 16 |
| Mint Cosmetics | - | 15 | - | 15 |
| The gioi SkinFood | 7 | 1 | 4 | 12 |
| Sammi Shop | - | 9 | 2 | 11 |
| Beauty garden | 1 | 2 | 6 | 9 |
| Mat hoa da phan | 4 | - | 5 | 9 |
| The Face Shop | 3 | 4 | 2 | 9 |
| DN Cosmetics | - | - | 2 | 2 |
| Nutycosmetic | 2 | - | - | 2 |
| Bicosmetics | 1 | - | - | 1 |
| Total | 255 | 100 | 315 | 670 |

* The above graph figure does not include: Cỏ Mềm and Glam Beautique (added 2025)

Electric chains

The number of electronics chains remains stable from 2025-2026, with most brands maintaining their store networks, while Nguyen Kim shows a slight decline in other regions.

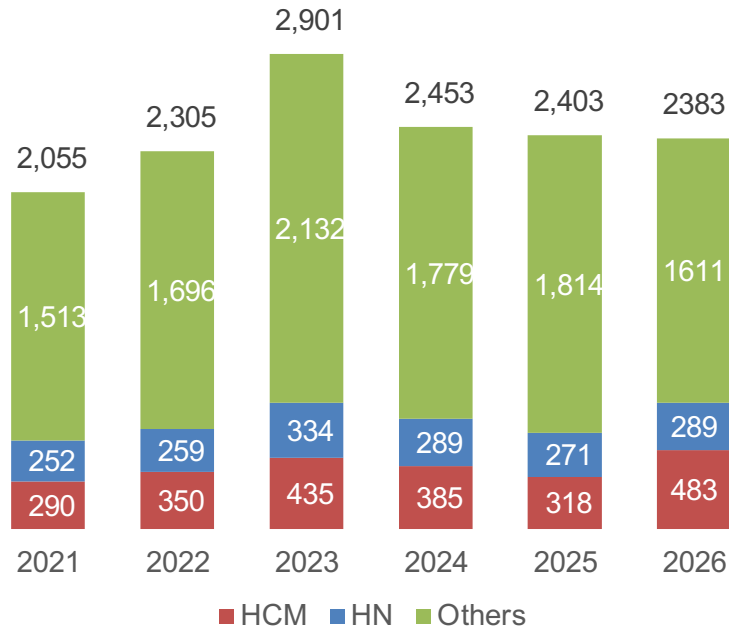


| Name | HCM | HN | Others | Total |
|---------------|------------|------------|-------------|-------------|
| Dien may xanh | 239 | 123 | 1664 | 2026 |
| Mediamart | - | 57 | 276 | 333 |
| Cho Lon | 23 | - | 74 | 97 |
| Dien may HC | - | 12 | 32 | 44 |
| Nguyen Kim | 11 | 6 | 20 | 37 |
| Pico | 2 | 6 | - | 8 |
| ECO-Mart | - | 7 | - | 7 |
| Thien Hoa | 2 | | | 2 |
| Total | 277 | 211 | 2066 | 2554 |

* The above graph figure excludes Mediamart in 2019 and 2020.

IT devices chains

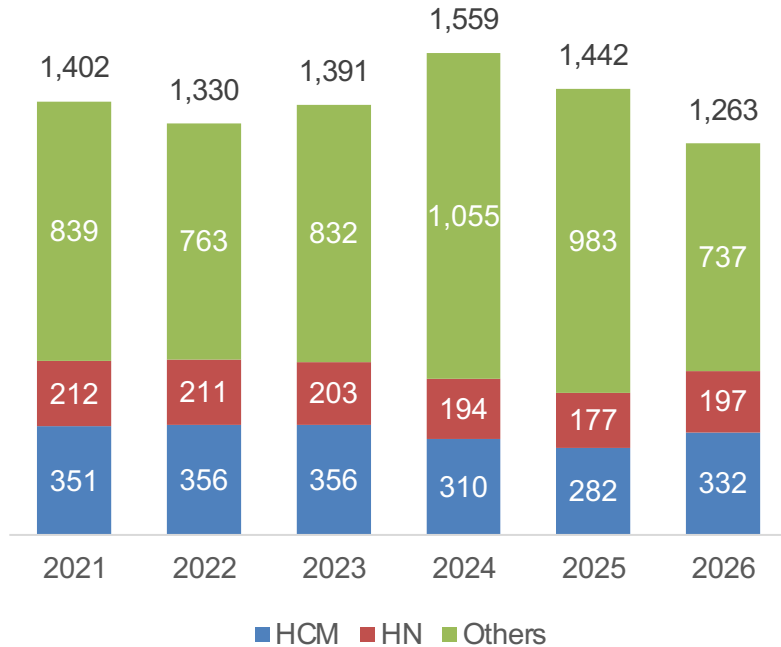
The number of IT device chains remains stable with a slight decline overall, as major chains like CellphoneS and FPT Shop close some stores in other regions, while Phong Vu doubles its expansion in 2026.



| Name | HCM | HN | Others | Total |
|------------------|------------|------------|-------------|-------------|
| The gioi di dong | 189 | 84 | 657 | 930 |
| FPT shop | 121 | 82 | 420 | 623 |
| Viettel store | 42 | 43 | 334 | 419 |
| CellphoneS | 48 | 33 | 81 | 162 |
| Hoang Ha | 24 | 39 | 62 | 125 |
| Phong Vu | 26 | 6 | 44 | 76 |
| Di Dong Viet | 33 | 2 | 13 | 48 |
| Total | 483 | 289 | 1611 | 2383 |

Fashion apparel chain (1/2)

The number of fashion stores shows a declining trend, with major chains maintaining their networks while Blue Exchange records a significant reduction in store numbers.

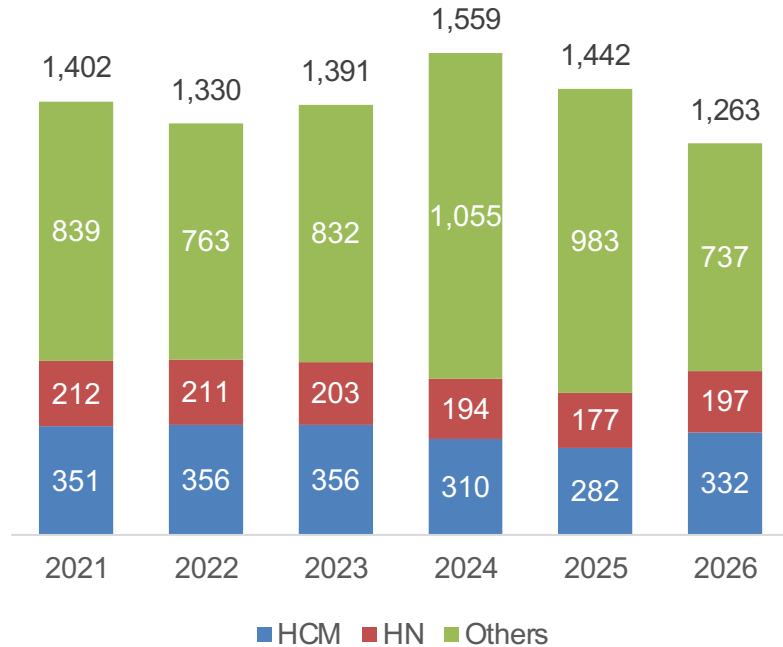


| Name | HCM | HN | Others | Total |
|-----------------|-----|----|--------|------------|
| Viet Tien | 83 | 40 | 235 | 358 |
| Blue exchange | 62 | 21 | 232 | 315 |
| Yody | 15 | 29 | 239 | 283 |
| Owen | 29 | 48 | 129 | 206 |
| Biti's | 42 | 18 | 131 | 191 |
| An Phuoc | 56 | 25 | 95 | 176 |
| Elise | 26 | 21 | 83 | 130 |
| Canifa | 5 | 42 | 64 | 111 |
| Vascara | 28 | 4 | 54 | 86 |
| IVY Moda | 12 | 15 | 48 | 75 |
| Adidas | 20 | 20 | 24 | 64 |
| Levi's | 24 | 16 | 18 | 58 |
| Juno | 22 | 3 | 23 | 48 |
| Nike | 19 | 14 | 14 | 47 |
| Charles & Keith | 14 | 10 | 9 | 33 |
| Hoang Phuc | 11 | 9 | 12 | 32 |

*The above graph figure does not include: Vascara, Yody, Nike, Adidas, Viet Tien, Zara, Mango, Charles & Keith, Ninomax, Owen, MLB (added in 2025)

Fashion apparel chain (2/2)

The number of fashion stores shows a declining trend, with major chains maintaining their networks while Blue Exchange records a significant reduction in store numbers.

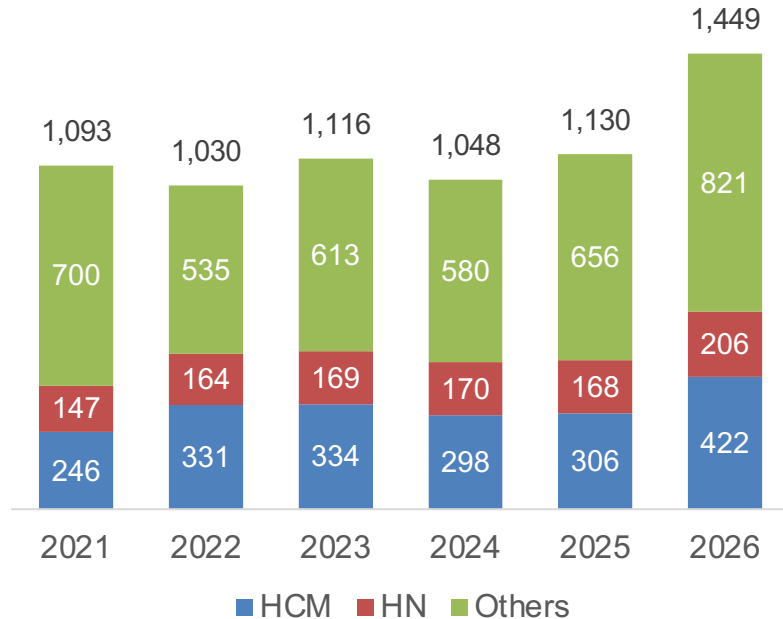


| Name | HCM | HN | Others | Total |
|--------------|------------|------------|-------------|-------------|
| Uniqlo | 14 | 10 | 6 | 30 |
| MLB | 11 | 11 | 8 | 30 |
| Couple TX | 14 | - | 15 | 29 |
| H&M | 7 | 4 | 3 | 14 |
| Lacoste | 8 | 5 | 1 | 14 |
| Ninomax | 6 | 1 | 7 | 14 |
| K&K Fashion | 11 | - | 2 | 13 |
| Converse | 7 | 2 | 2 | 11 |
| Mango | 6 | 3 | 1 | 10 |
| Kelly Bui | 3 | 4 | 2 | 9 |
| G2000 | 5 | 2 | - | 7 |
| Zara | 2 | 3 | - | 5 |
| Crazyteen | 3 | - | - | 3 |
| Total | 565 | 380 | 1457 | 2399 |

*The above graph figure does not include: Vascara, Yody, Nike, Adida, Viet Tien, Zara, Mango, Charles & Keith, Ninomax, Owen, MLB (added in 2025)

Kids / baby stores

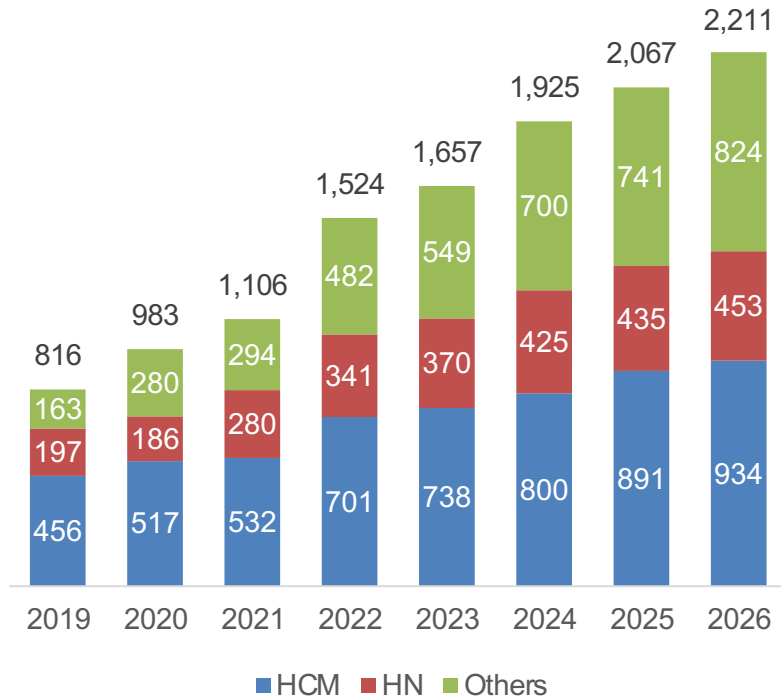
The number of kids and baby stores records strong growth, led by AVA Kids (+30%), Con Cung (+25%), and Kids Plaza (+15%).



| Name | HCM | HN | Others | Total |
|--------------|------------|------------|------------|-------------|
| Concung | 292 | 37 | 708 | 1037 |
| Kids Plaza | 53 | 93 | 46 | 192 |
| AVAKids | 49 | - | 42 | 91 |
| Bibomart | 17 | 42 | 20 | 79 |
| TituCare | 9 | 17 | 4 | 30 |
| Vuon cua be | - | 14 | - | 14 |
| Shop tre tho | 2 | 1 | 1 | 4 |
| Total | 422 | 206 | 821 | 1449 |

Coffee chain store (1/2)

The number of coffee chain stores continues to grow steadily year by year, driven by strong expansion in HCM and other regions.



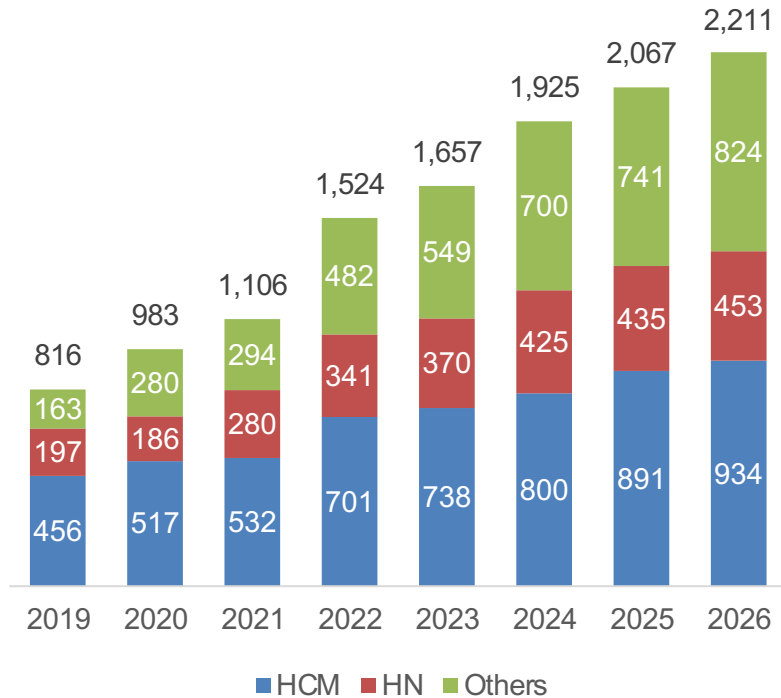
| Name | HCM | HN | Others | Total |
|------------------|-----|-----|--------|-------------|
| Milano | 452 | 24 | 1469 | 1945 |
| Highlands | 314 | 192 | 422 | 928 |
| Trung Nguyen | 176 | 55 | 234 | 465 |
| Viva Star Coffee | 271 | 18 | 41 | 330 |
| Phuc Long | 154 | 37 | 58 | 249 |
| Guta Café | 210 | - | - | 210 |
| Café Ông Bàu | 107 | 3 | 64 | 174 |
| Starbucks | 65 | 41 | 43 | 149 |
| Katinat | 71 | 18 | 31 | 120 |
| Aha coffee | 1 | 71 | 18 | 90 |
| Passio | 88 | - | - | 88 |

*This graph does not include Katinat, Gemini, Milano, Viva Star Coffee, Guta Café, Kafa Café, Phindeli, King Coffee, Café Ông Bàu, E-Coffee (added in 2024) and Phê La, Cafe Amazon (added in 2025), Everyhalf (2026)



Coffee chain store (2/2)

The number of coffee chain stores continues to grow steadily year by year, driven by strong expansion in HCM and other regions.



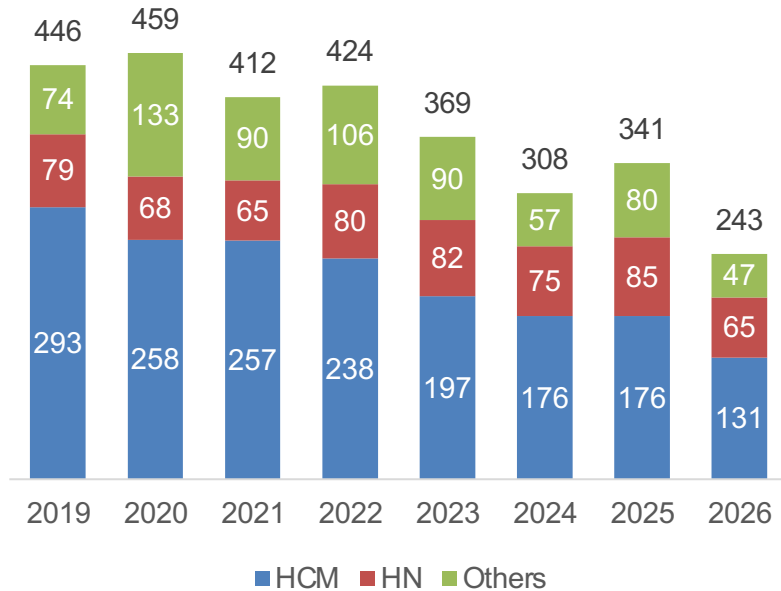
| Name | HCM | HN | Others | Total |
|------------------------------|-------------|------------|-------------|-------------|
| The Coffee House | 49 | 24 | 9 | 82 |
| Cong Caphe | 19 | 25 | 27 | 71 |
| E-Coffee | - | 4 | 49 | 53 |
| Wayne's Coffee | 23 | 5 | 11 | 39 |
| Phê La | 10 | 10 | 16 | 36 |
| Everyhalf | 24 | 2 | 1 | 27 |
| Kafa Café | 3 | 13 | 9 | 25 |
| Gemini | - | 19 | 4 | 23 |
| Cheese Coffee | 17 | 1 | - | 18 |
| The Coffee Bean and Tea Leaf | 13 | 2 | - | 15 |
| The Coffee Factory | 8 | - | 2 | 10 |
| Thuc Coffee | 7 | - | - | 7 |
| Phindeli | 4 | - | - | 4 |
| King Coffee | 1 | - | - | 1 |
| Total | 2087 | 564 | 2508 | 5159 |

*This graph does not include Katinat, Gemini, Milano, Viva Star Coffee, Guta Café, Kafa Café, Phindeli, King Coffee, Café Ông Bầu, E-Coffee (added in 2024) and Phê La, Cafe Amazon (added in 2025), Everyhalf (2026)



Milk tea chain store (1/2)

The number of well-known milk tea chains declined in 2025 (e.g., Bobabop, Chago, TocoToco), while low-price milk tea chains have rapidly emerged in the Vietnam market.

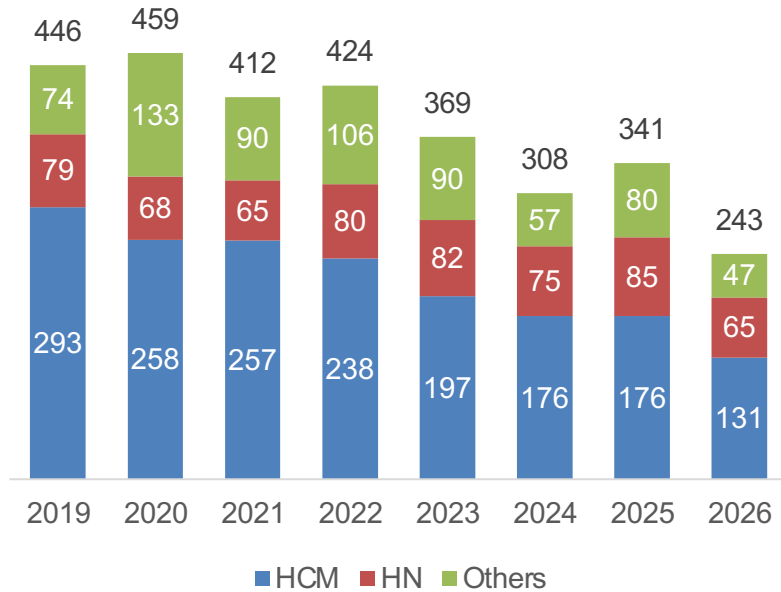


| Name | HCM | HN | Others | Total |
|--------------------------------|-----|-----|--------|-------|
| Hồng trà Ngô Gia | 241 | 4 | 244 | 489 |
| Toco Toco | 61 | 166 | 2 | 229 |
| Hồng trà sữa Ba Cô Gái Tam Hảo | 80 | - | 39 | 119 |
| Maycha | 66 | - | 16 | 82 |
| Koi Thé | 38 | 16 | 9 | 63 |
| Gong Cha | 33 | 6 | 15 | 54 |
| Trà sữa viên viên | 31 | - | 23 | 54 |
| Tiger Sugar | 22 | 22 | 9 | 53 |

*The graph does not include: Hồng Trà Ngô Gia, Toco Toco, Maycha (add in 2025), Hồng trà sữa Ba Cô Gái Tam Hảo, Trà Sữa Viên viên, Chagee (added in 2026)

Milk tea chain store (1/2)

The number of well-known milk tea chains declined in 2025 (e.g., Bobabop, Chago, TocoToco), while low-price milk tea chains have rapidly emerged in the Vietnam market.

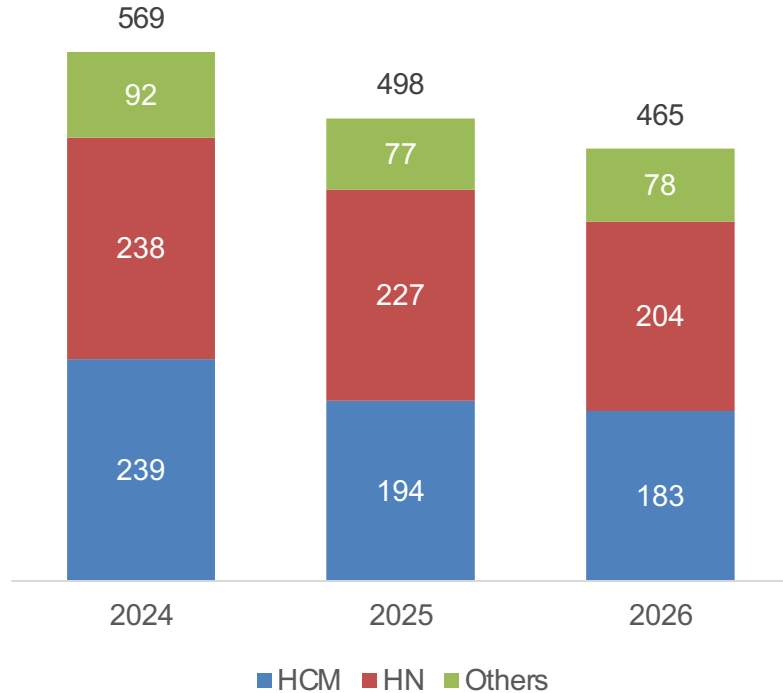


| Name | HCM | HN | Others | Total |
|------------------------|------------|------------|------------|-------------|
| The Alley | 15 | 13 | 9 | 37 |
| Chagee | 21 | - | - | 21 |
| Bobabop | 9 | 3 | 2 | 14 |
| Cha Go | - | 3 | 3 | 6 |
| Lavida | 6 | - | - | 6 |
| Coco fresh tea & juice | 2 | 2 | - | 4 |
| R&B Tea | 3 | - | - | 3 |
| Toocha | 1 | - | - | 1 |
| Hoa Huong Duong | 1 | - | - | 1 |
| Uncle Tea | 1 | - | - | 1 |
| Total | 631 | 235 | 371 | 1237 |

*The graph does not include: Hồng Trà Ngô Gia, Toco Toco, Maycha (add in 2025), Hồng trà sữa Ba Cô Gái Tam Hảo, Trà Sữa Viên viên, Chagee (add in 2026)

Sweets/ bakery chain store (1/2)

The number of sweets/bakery chains shows a similar trend to 2025, with a slight decline in key cities as brands such as Givral, Goofoo, Nguyen Son Bakery, and Baskin Robbins close some stores.



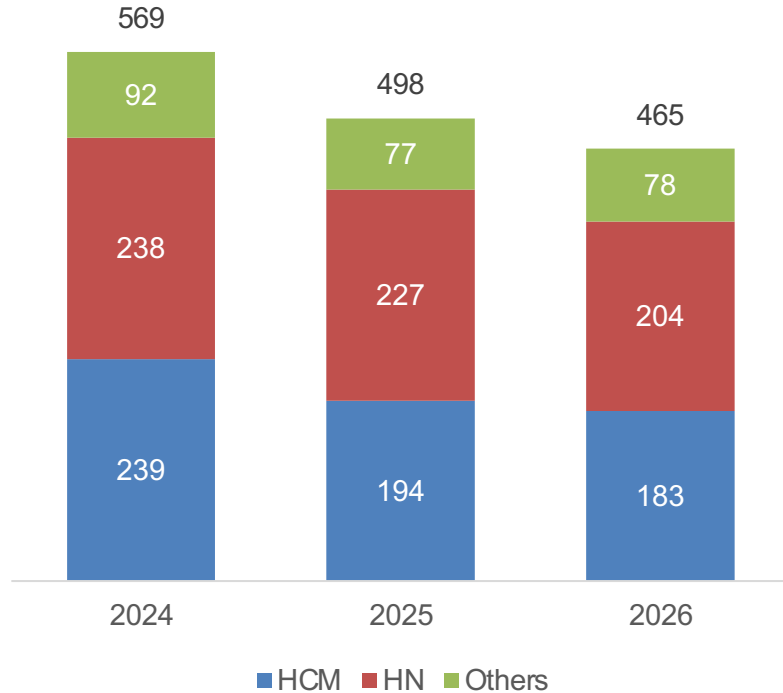
| Name | HCM | HN | Others | Total |
|-------------------|-----|-----|--------|-------------|
| Mixue | N/A | N/A | N/A | 1304 |
| Fresh Garden | - | 71 | - | 71 |
| Goofoo | 1 | 15 | 46 | 62 |
| Origato Cake | - | 48 | - | 48 |
| Tous Les Jours | 23 | 12 | 2 | 37 |
| Givral | 36 | - | - | 36 |
| BreadTalk | 19 | 5 | 4 | 28 |
| Chewy Chewy | 12 | 6 | 6 | 24 |
| Maison Marou | 10 | 7 | 5 | 22 |
| Paris Gateux | - | 21 | - | 21 |
| Dairy Queen | 8 | 7 | 5 | 20 |
| Nguyen Son Bakery | - | 16 | 4 | 20 |
| ABC Bakery | 15 | - | 4 | 19 |
| Artisan | 13 | 2 | 3 | 18 |
| Anh Hoa Bakery | - | 15 | - | 15 |
| Duc Phat Bakery | 12 | - | 2 | 14 |
| IT Cream & Bakery | - | 14 | - | 14 |

*The graph and table (Total of HCM, HN, Others) do not include the number of Mixue stores (Source: Momentum Works).

**The figure does not include: Artisan, 350F, Bakes Saigon, Paris Gateux (added in 2025)

Sweets/ bakery chain store (2/2)

The number of sweets/bakery chains shows a similar trend to 2025, with a slight decline in key cities as brands such as Givral, Goofoo, Nguyen Son Bakery, and Baskin Robbins close some stores.



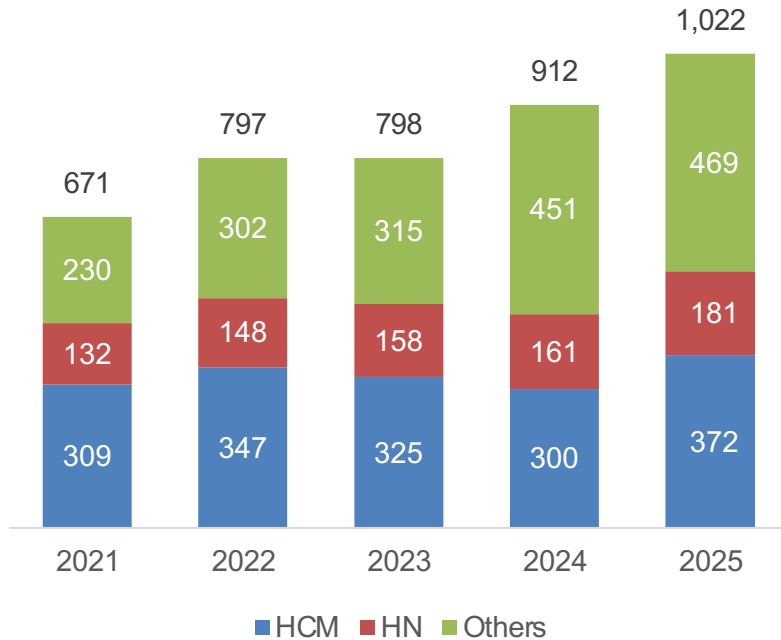
| Name | HCM | HN | Others | Total |
|----------------------------|------------|------------|-----------|-------------|
| Savouré | 11 | - | - | 11 |
| Hy Lam Mon Bakery | 10 | - | - | 10 |
| Mochi Sweets | 4 | 4 | 2 | 10 |
| Beard Papa's | 8 | - | 1 | 9 |
| Paris Baguette | 6 | 3 | - | 9 |
| Morico | 8 | - | - | 8 |
| Swensen's | 4 | 3 | - | 7 |
| Bud's | 5 | - | - | 5 |
| Hokkaido Baked Cheese Tart | 4 | - | - | 4 |
| Snowee | 4 | - | - | 4 |
| Bakes Saigon | 3 | - | - | 3 |
| Häagen-Dazs | 1 | 1 | - | 2 |
| 350F | 2 | - | - | 2 |
| Total | 201 | 227 | 81 | 1813 |

*The graph and table (Total of HCM, HN, Others) do not include the number of Mixue stores (Source: Momentum Works).

**The figure does not include: Artisan, 350F, Bakes Saigon, Paris Gateux (added in 2025)

Food chain store – Fast food

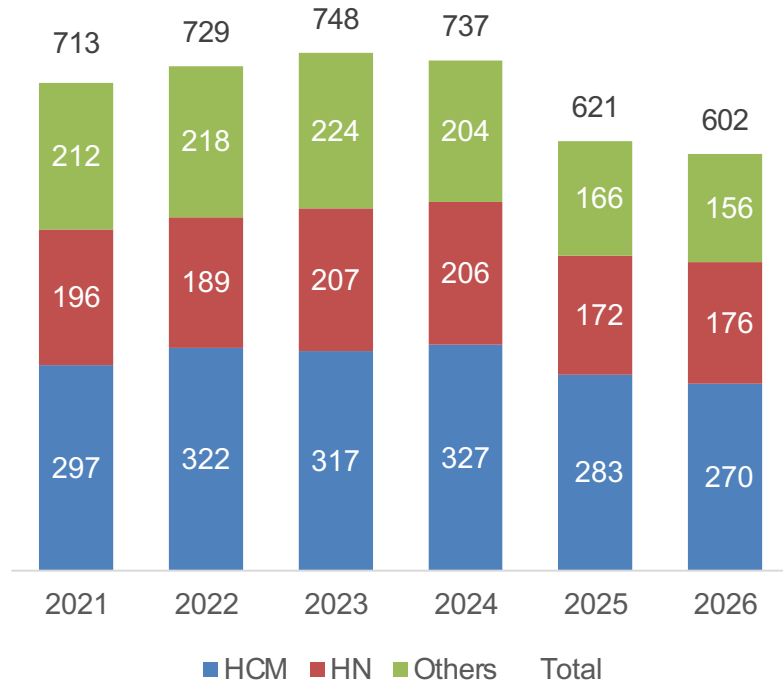
In 2026, fast food chains continue expanding, led by major players such as KFC (+28%), McDonald's (+21%), and Lotteria (+15%).



| Name | HCM | HN | Others | Total |
|-------------------|------------|------------|------------|-------------|
| Lotteria | 75 | 54 | 133 | 262 |
| KFC | 19 | 25 | 196 | 240 |
| Jolibee | 42 | 11 | 167 | 220 |
| Pizza Hut | 32 | 29 | 52 | 113 |
| The Pizza Company | 36 | 16 | 31 | 83 |
| Popeyes | 32 | 16 | 12 | 60 |
| Domino's Pizza | 29 | 17 | 13 | 59 |
| Texas chicken | 30 | 8 | 12 | 50 |
| Mcdonald | 25 | 10 | 12 | 47 |
| Papaxót | 9 | - | - | 9 |
| Burger King | 5 | 3 | - | 8 |
| Pizza Inn | 4 | - | 1 | 5 |
| Total | 338 | 189 | 629 | 1156 |

Food chain store – BBQ/ Hotpot/ Others (1/3)

The number of BBQ, hotpot, and other food chains decreased due to the downsizing of multiple chains. King BBQ, Kpub, Kichi-Kichi have shut down some stores.

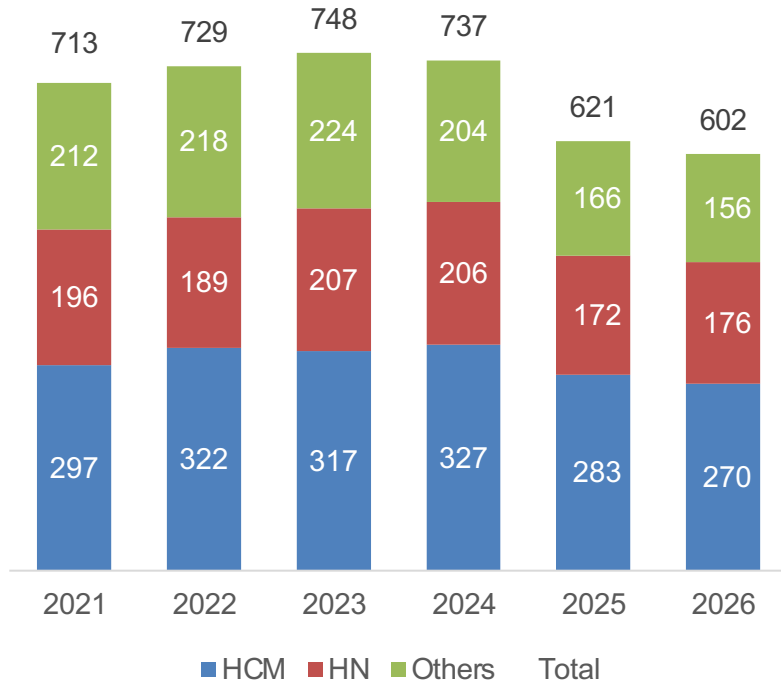


| Name | HCM | HN | Others | Total |
|-------------------------|-----|----|--------|------------|
| BBQ | | | | |
| GogiHouse | 53 | 36 | 61 | 150 |
| King BBQ | 13 | 9 | 14 | 36 |
| Shogun | 4 | 5 | 2 | 11 |
| Sumo BBQ | 4 | 5 | 2 | 11 |
| Sumo Yakiniku | 4 | 5 | 2 | 11 |
| Kpub | 6 | - | 3 | 9 |
| Tasaki BBQ | 2 | 2 | - | 4 |
| Yaki - Chang dung nuong | 2 | - | - | 2 |
| BukBuk | - | - | 1 | 1 |

*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).

Food chain store – BBQ/ Hotpot/ Others (2/3)

The number of BBQ, hotpot, and other food chains decreased due to the downsizing of multiple chains. King BBQ, Kpub, Kichi-Kichi have shut down some stores.

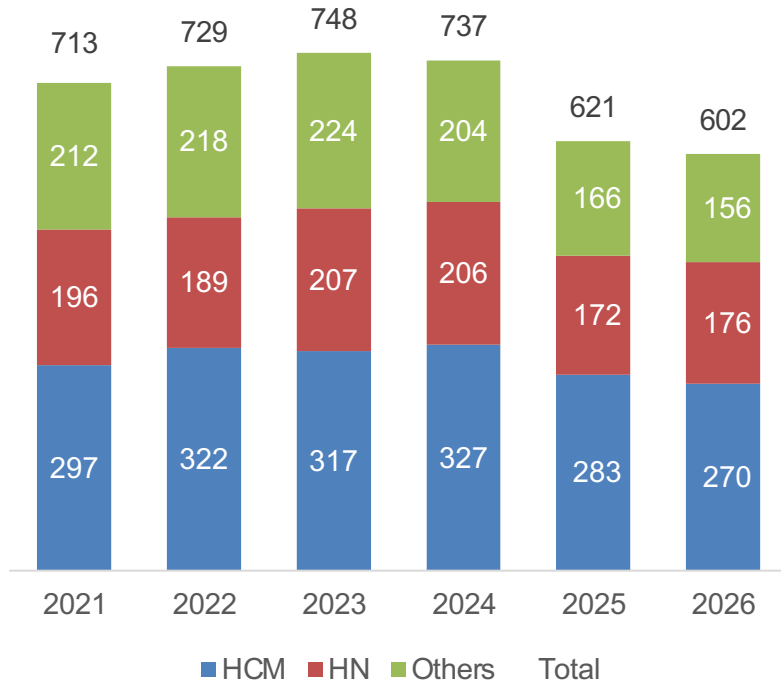


| Name | HCM | HN | Others | Total |
|---------------|-----|----|--------|------------|
| Hotpot | | | | |
| Kichi-Kichi | 47 | 22 | 38 | 107 |
| Manwah | 23 | 17 | 15 | 55 |
| Haidilao | 9 | 6 | 1 | 16 |
| Ashima | 4 | 7 | - | 11 |
| Hotpot Story | 4 | 2 | 4 | 10 |
| Wulao | 4 | 4 | - | 8 |
| Hutong | 1 | - | - | 1 |

*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).

Food chain store – BBQ/ Hotpot/ Others (3/3)

The number of BBQ, hotpot, and other food chains decreased due to the downsizing of multiple chains. King BBQ, Kpub, Kichi-Kichi have shut down some stores.

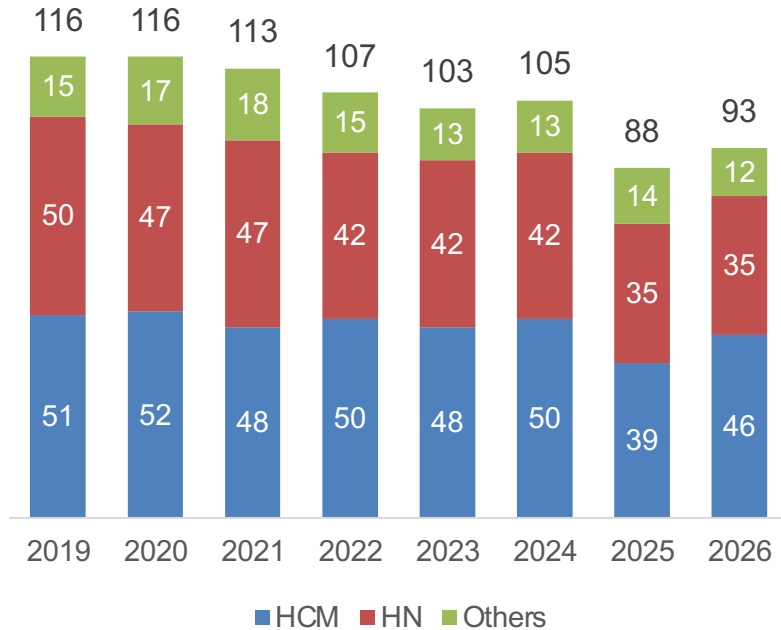


| Name | HCM | HN | Others | Total |
|----------------------|------------|------------|------------|------------|
| Others | | | | |
| Pizza4P's | 14 | 15 | 5 | 34 |
| Al Fresco's | 10 | 14 | 4 | 28 |
| Isushi | 11 | 11 | 1 | 23 |
| Chang Kang Kung | 18 | - | 2 | 20 |
| Thai Express | 7 | 9 | 1 | 17 |
| Chang - Thai Cuisine | 12 | 2 | - | 14 |
| Sushi Hokkaido Sachi | 11 | 3 | - | 14 |
| Tokyo Deli | 12 | 2 | - | 14 |
| RuNam | 9 | 2 | 2 | 13 |
| Marukame Udon | 7 | 3 | 2 | 12 |
| Yutang | 2 | 7 | 2 | 11 |
| Pho 24 | 9 | - | 1 | 10 |
| Crystal Jade | 4 | 2 | 2 | 8 |
| Khao Lao | 3 | 3 | 1 | 7 |
| Meiwei | 2 | 5 | - | 7 |
| Sushi Kei | 5 | 2 | - | 7 |
| Sushi Tei | 6 | - | 1 | 7 |
| Vuvuzela | - | 3 | 1 | 4 |
| Wrap & Roll | 4 | - | - | 4 |
| Capricciosa | 1 | - | - | 1 |
| Sushi bar | 1 | - | - | 1 |
| Total | 328 | 203 | 168 | 699 |

*The above graph figure does not include: Chang - Modern Thai Cuisine, Chang Kang Kung, Haidilao, Crystal Jade, Lau Bo Sai Gon, Meiwei, RuNam, Sumo Yakiniku, Sushi Tei, Wrap & Roll, Wulao, Yutang (added in 2024).

Fitness gym

Fitness gyms show a positive trend in 2026, with some chains reopening branches in HCM and new chains emerging targeting students and office workers, such as Waystation.

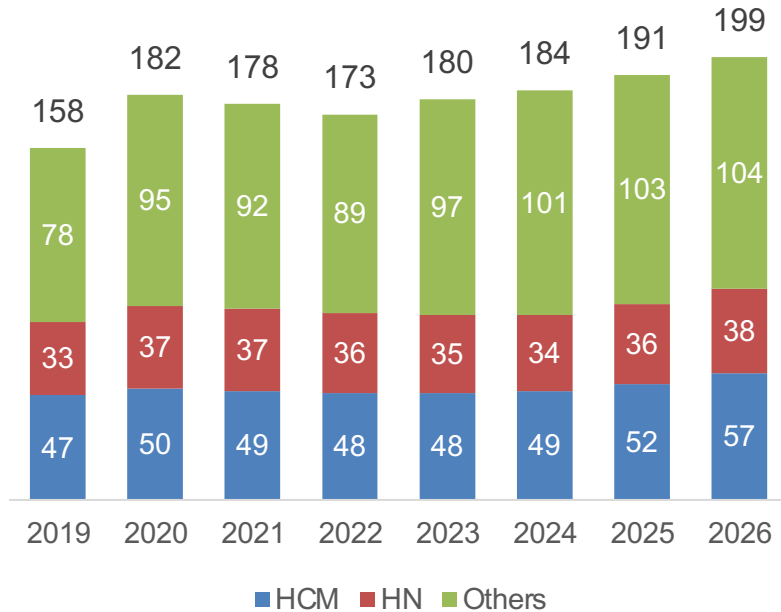


| Name | HCM | HN | Others | Total |
|------------------------|-----------|-----------|-----------|------------|
| California fitness | 19 | 11 | 4 | 34 |
| Waystation | 32 | - | - | 32 |
| Curves | 6 | 15 | 5 | 26 |
| Diamond Fitness Center | 9 | - | 5 | 14 |
| EMS Fitness & Yoga | - | 12 | 1 | 13 |
| S'Life GYM | 13 | - | - | 13 |
| Elite fitness | 1 | 8 | 3 | 12 |
| City Gym | 10 | - | - | 10 |
| MVP Fitness | - | 7 | - | 7 |
| Body fit | 4 | - | - | 4 |
| MMA - Gym | 2 | - | - | 2 |
| Olympia Hadong | 1 | 1 | - | 2 |
| Vshape Gym | 2 | - | - | 2 |
| Gym Newlife | 1 | - | - | 1 |
| KICKFIT SPORTS | - | 1 | - | 1 |
| Total | 68 | 55 | 18 | 173 |

*The above graph figure does not include: S'Life GYM, Diamond Fitness Center, MVP Fitness, EMS Fitness & Yoga, Kickfit Sport (add in 2024), WayStation (add in 2026)

Movie theatre

The number of movie theatres increases slightly year by year, with brands like Galaxy Cinema and Cinestar expanding more locations in HCM.



| Name | HCM | HN | Others | Total |
|-------------------|-----------|-----------|------------|------------|
| CGV Cinemas | 21 | 22 | 42 | 85 |
| Lotte Cinema | 9 | 4 | 32 | 45 |
| Galaxy Cinema | 12 | 2 | 14 | 28 |
| Beta Cineplex | 6 | 6 | 9 | 21 |
| BHD Star Cineplex | 5 | 3 | 2 | 10 |
| Cinestar | 4 | 1 | 5 | 10 |
| Total | 57 | 38 | 104 | 199 |



Product Management

Product **Competitor** Promotions **See subcategory**

Category Subcategory Product



Category Subcategory



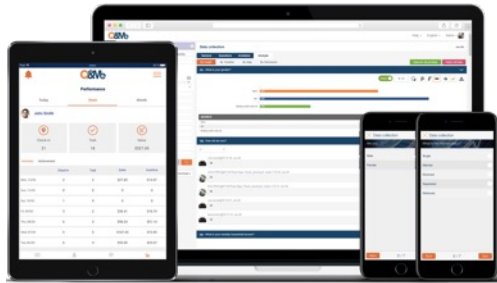
| No. | Group | Subcategory | Unit | Cost | Name | Description | Price | Discount | | |
|-----|-------|-------------|------|------|---|-------------|-------|----------|---|---|
| 21 | tea | tea | g | 0 | DECAHOND - WHF GALT AND POPPER 2PC SET | | 0 | 0.0% |  |  |
| 22 | tea | tea | g | 0 | DECAHOND - WHF KAT TEA BLANK | | 0 | 0.0% |  |  |
| 23 | tea | tea | g | 0 | DECAHOND - WHF TEA STICK 8 | | 0 | 0.0% |  |  |
| 24 | tea | tea | g | 0 | DECAHOND - WHF SWATCH SUGAR DISPENSER | | 0 | 0.0% |  |  |
| 25 | tea | tea | g | 0 | DECAHOND - WHF WAG WAG PUMP WITH 2 STROPPS | | 0 | 0.0% |  |  |
| 26 | tea | tea | g | 0 | DECAHOND - WHF JOURNAL FOUR DEES GUNTER BOX CM | | 0 | 0.0% |  |  |
| 27 | tea | tea | g | 0 | DECAHOND - WHF JOURNAL KITCHEN BOWL 4PC SET | | 0 | 0.0% |  |  |
| 28 | tea | tea | g | 0 | DECAHOND - WHF JUMPER GUNTER | | 0 | 0.0% |  |  |
| 29 | tea | tea | g | 0 | DECAHOND - WHF OLIVER & WINE WALTER'S KNIFE SET | | 0 | 0.0% |  |  |
| 30 | tea | tea | g | 0 | DECAHOND - WHF COOKBOOK 4 PAGES | | 0 | 0.0% |  |  |

About Us

Key highlight - Who we are

Q&Me is the tech-oriented market research company

We manage all the projects of both online and offline **through one dedicated platform** to provide the valuable hints to your business promptly with high quality



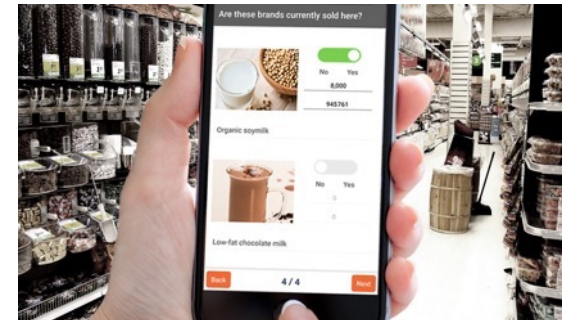
Q&Me is biggest online research service provider

We own **over 700,000 Vietnamese panelist with a variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



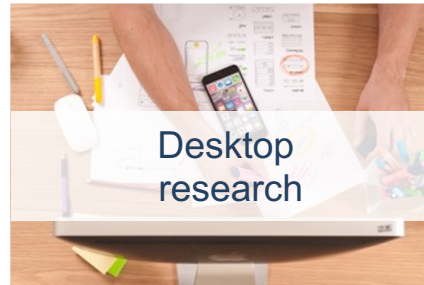
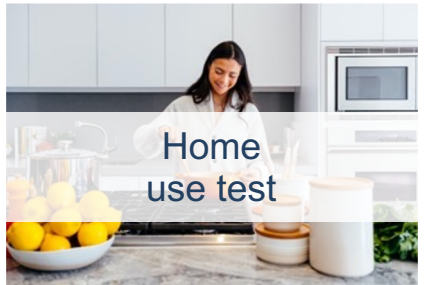
Proprietary research platform for superb quality

We have **300 well-trained fieldworkers nation-wide**, who are connected real-time through **our dedicated app**. All the tasks they conduct are monitored real-time with automation



About our market research

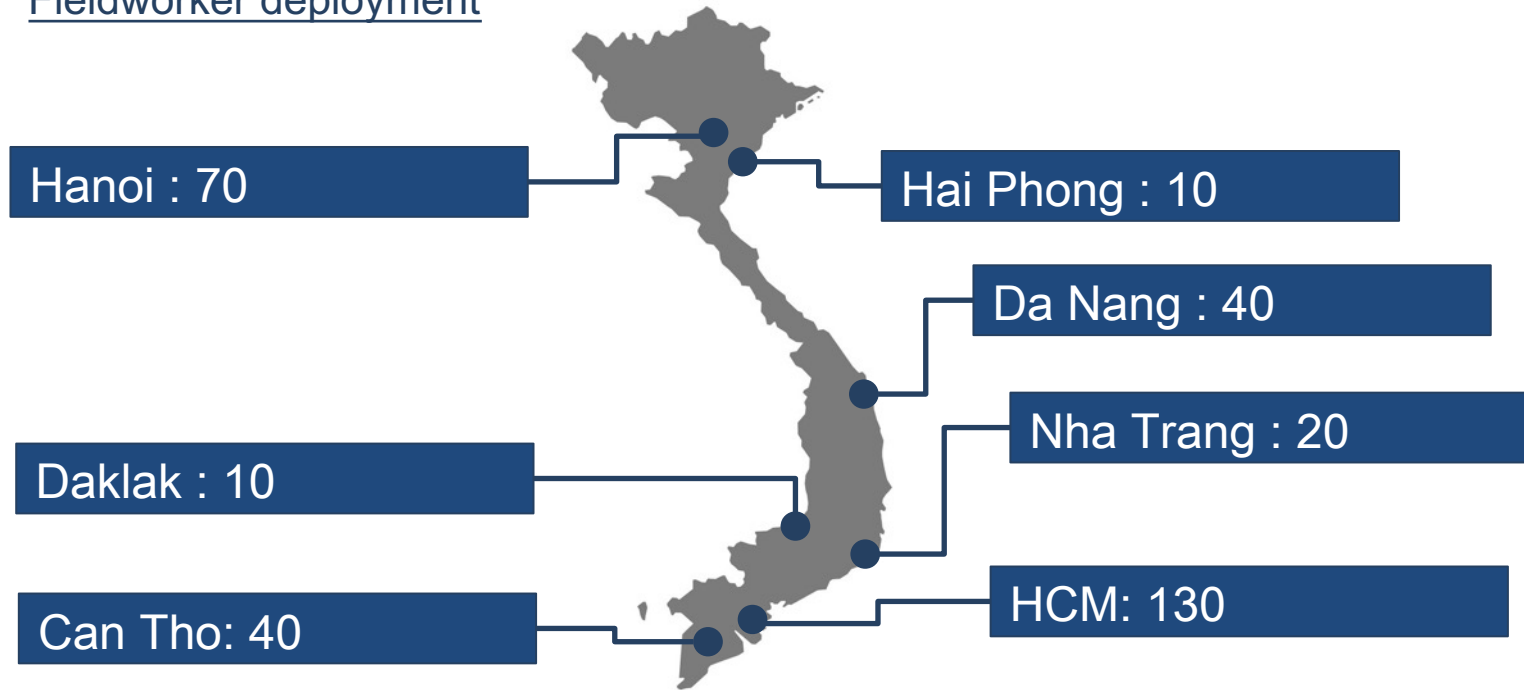
We provide a variety of market research to provide actionable hints to maximize your business in Asia



Reachability (offline) – Our fieldwork management

More than **300 well-educated fieldworkers nation-wide** with the real-time connections via **our dedicated mobile app** for higher quality data collections

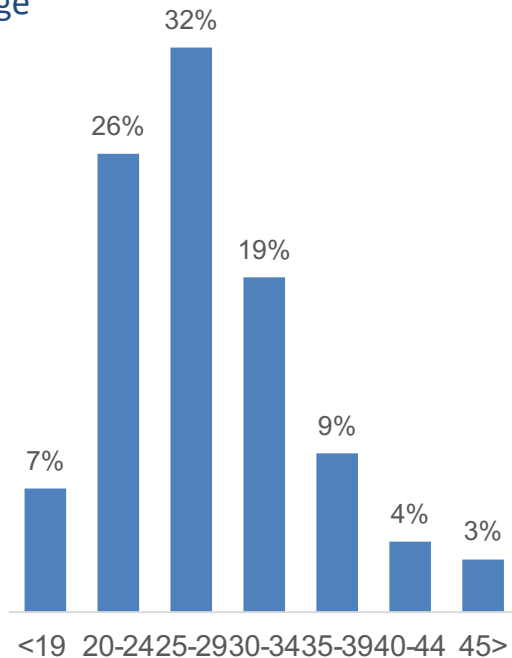
Fieldworker deployment



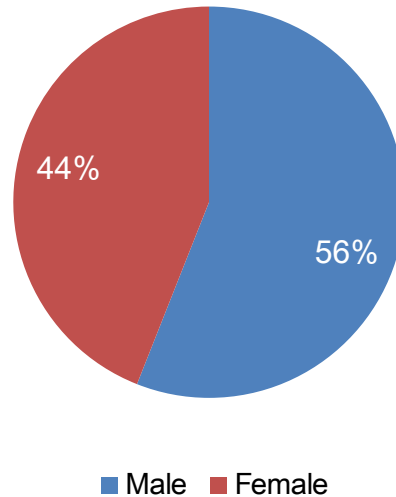
Reachability (Online) - Our online panels

We have **700,000 members** nationwide who are eager to share their opinions. Our data provisions are quickest due to this **vast direct panel system**.

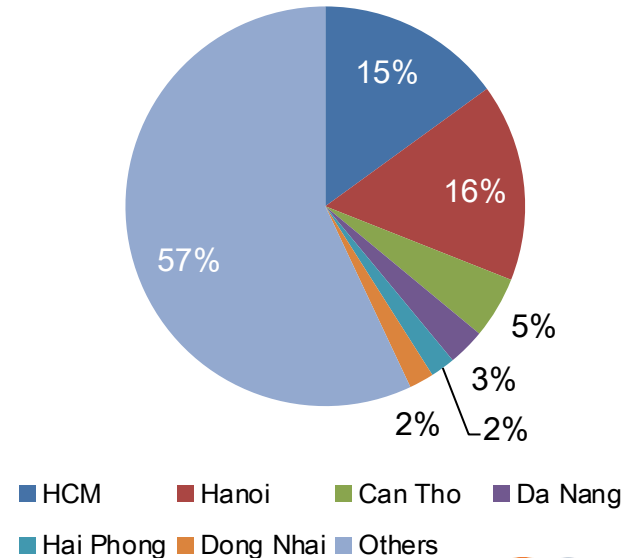
Age



Gender



City



Facility

We conduct our interviews in professional locations for both product testing and qualitative research. For qualitative sessions, we also offer remote connectivity via Zoom.

Facility in HCM



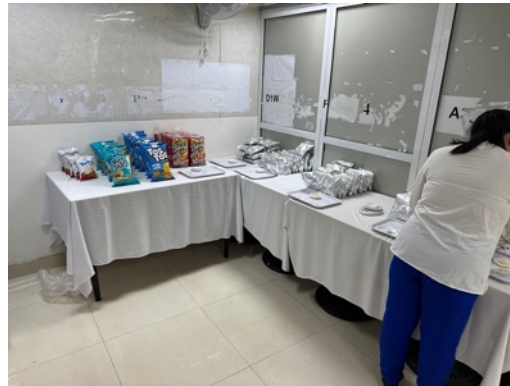
Central location facility



Facility in HCM



Storage area (with refrigeration facility)



Facility in Hanoi

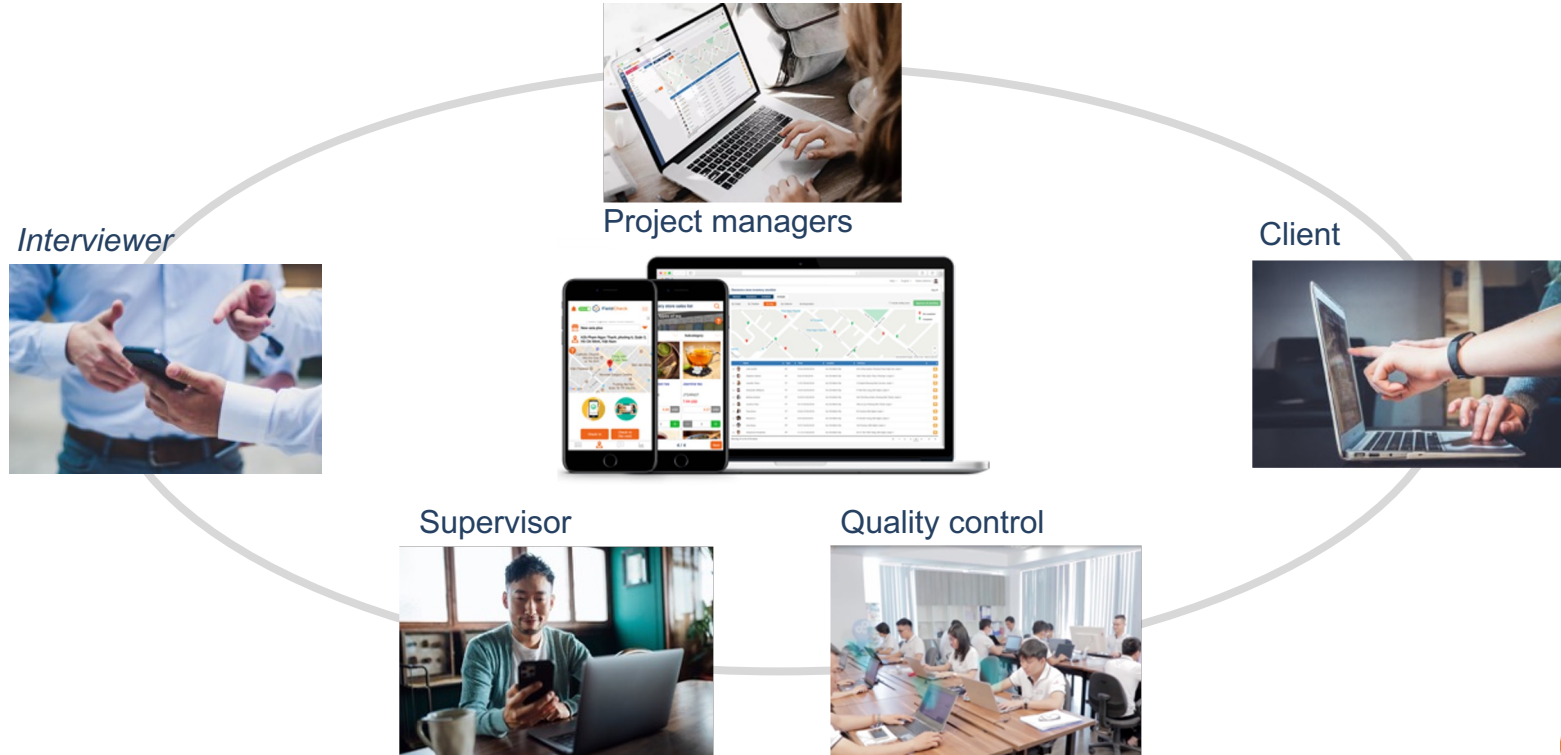


Interview session with tablet



Technology - Seamless project management

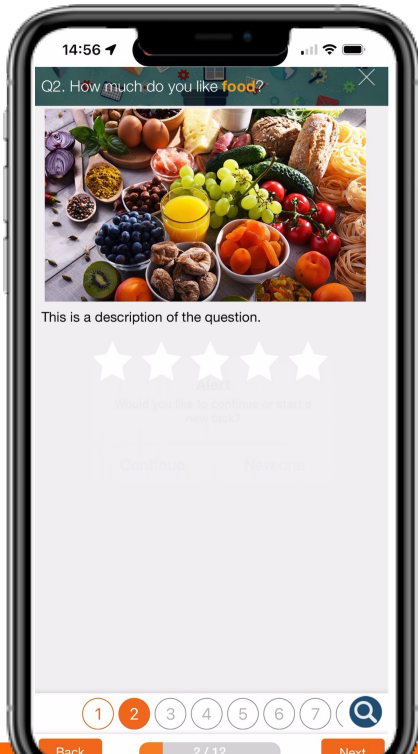
We shun opaque processes, instead linking you directly through a single platform for **transparent and swift operations** in our research projects.



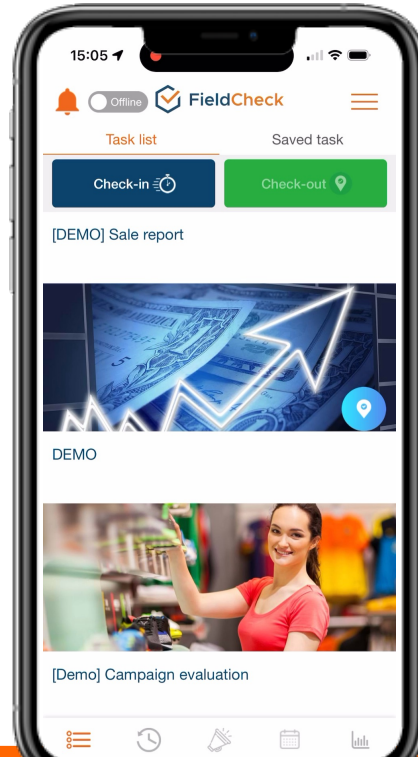
Technology – Data collection

Our mobile application gives the specific task list by store and timing to each of auditors for the easier and more effective checking work

Basic data collection



Campaign reviews



Store audit

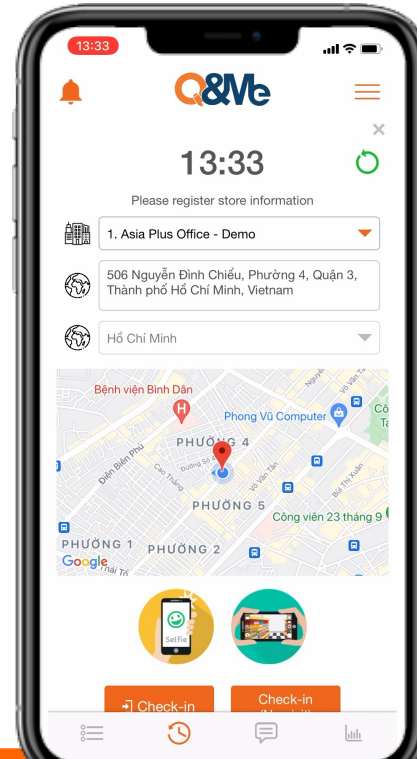
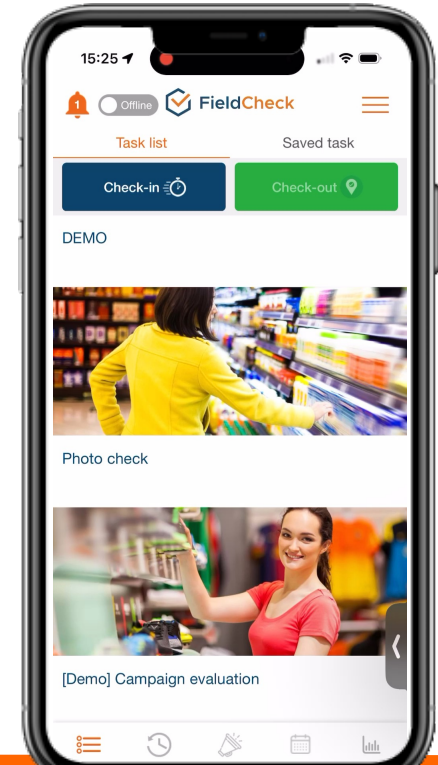
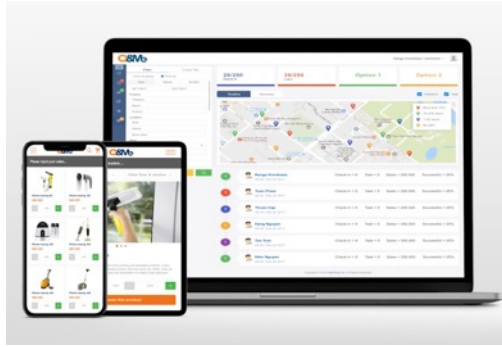


Photo collection



Quality assurance procedure

We manage our quality via our proprietary platform, with the high-end operations



Real-time monitoring and validations

Data collection is centralized in our proprietary platform with **automated data validations** by speed and data contradictions.



Dedicated operation / QA team











Dedicated operation and QA team to manage / evaluate the panels / fieldworks, which are controlled by one platform.



Multi-angle verifications

We make sure that we provide the real voices of market through **multiple angles**, **verifying via audio (automated text)** and locations

Our customers

| Food & Beverage | Beauty / Health | Electronics | Automotive | Consulting / agency |
|--|---|--|---|---|
|  |  |  |  |  |
| Finance | Technology | Retail | Housing / Real estate | Others |
|  |  |  |  |  |



Q&Me is provided by Asia Plus Inc.

<https://qandme.net>

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