

Retail



RETAIL TURNOVER & TOURIST ARRIVALS

Total Retail & Service Revenue by year and growth rate y-o-y



Number of international tourists in 9M 2022

~1.87mil arrivals

16.4 times higher compared to 9M 2021

RETAIL - OVERVIEW

Total stock

1,080,574sq.m

stable QoQ;
stable YoY

New supply Q3 2022

No new supply

Total Supply sq.m

1,200,000

800,000

400,000

0

2017

2018

2019

2020

2021

9M 2022

■ Shopping Center

■ Department Store

■ Retail podium



Source: C&W Vietnam

Positive footfall and
expenditure in retail spaces

RETAIL – PERFORMANCE & FUTURE SUPPLY



Occupancy

93%

Average asking rent

48.3 +5.6% YoY

US\$ per sq.m per month

Future supply 2022 – 2025+

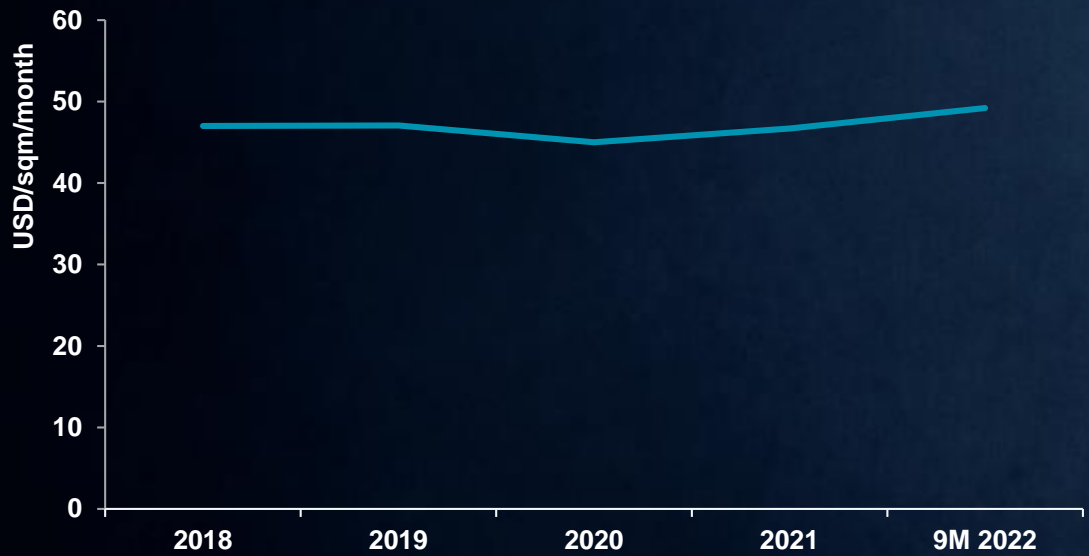
~30,200 sq.m

~958,000 sqm

2022

2023

Onwards



Thiso Mall
(D2, 30,000 sq.m,
Dai Quang Minh)



**Vincom Megamall
Grand Park**
(D9, 44,000 sq.m,
Vincom)



Satra Centre Mall
(D6, 24,000 sq.m,
Satra)



IFC One, Saigon
(D1, 123,000 sq.m,
Viva Land)



The Pearl
(D1, 32,715 sq.m,
Viva Land)

Source: C&W Vietnam
All prices are exclusive of VAT
US\$/VND = 23,570 as of September 2022

RETAIL - TRENDS



DIVERSIFICATION OF RETAIL BRANDS

Besides new entrance and expansion of international brands, domestic brands also had significant growth across the market

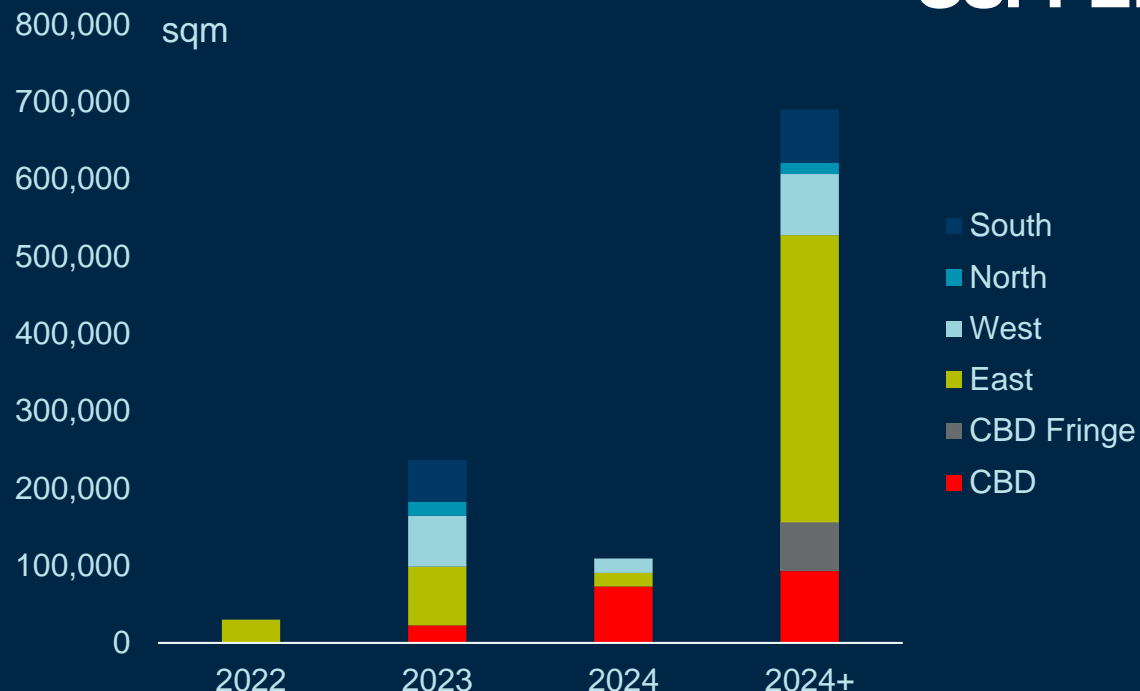
OMNI CHANNEL RETAIL MODEL

Online retail expansion during the pandemic may not hinder but complement the traditional brick-and-mortar shops once integrated appropriately

RENOVATION OF OLDER PROJECTS

With the arrivals of international prestigious brands, as well as the explosion of online retail, renovation is expected for malls and shops to adapt to the new market context

SUPPLY VS DEMAND



NATURE OF UPCOMING SUPPLY

Upcoming supply from Thu Duc City include destination malls and residential community malls:

- Resident-oriented Services
- F&B
- Home Decor
- Lifestyle & Entertainment

Upcoming supply from District 1 are mostly the commercial community malls:

- Luxury Fashion Brands
- Employee-oriented Personalised Services
- Tourist-oriented Entertainment

New Market Entry

TIFFANY & CO.
First Store in HCMC
Union Square

SEPHORA
E-commerce platform

LANCEL
PARIS
First Store in HCMC
Saigon Center

LAMBORGHINI
First showroom
in District 1

NESPRESSO
Flagship store opened at
Saigon Center

MARC JACOBS
First store at
Saigon Center

ROLLS ROYCE
First showroom
at Union Square

Baccarat
First showroom
at Sheraton

McLaren
First showroom
at Deutches Haus

LE SILLA
Potential new entry

Expansion

UNI QLO
New store opened at
Saigon Centre and Van
Hanh Mall

Haidilao Hot Pot
New store
opened at Van
Hanh Mall

sociolla
Opened the 11th
store at
Tan Phu district

NOVA CONSUMER
Plan to open at
Crescent Mall, D7

MUJI
無印良品
Plan to open at
Crescent Mall,
D7

Relocation

RIMOWA
Relocated to Saigon
Centre from Sheraton

Christian Louboutin
Closed store in Dong Khoi
Opened new store in Rex
Arcade

Contraction



Return space at
Bitexco

RETAIL – NOTABLE NEWS

LOCAL RETAILERS CONTINUE TO STRENGTHEN AND EXPAND



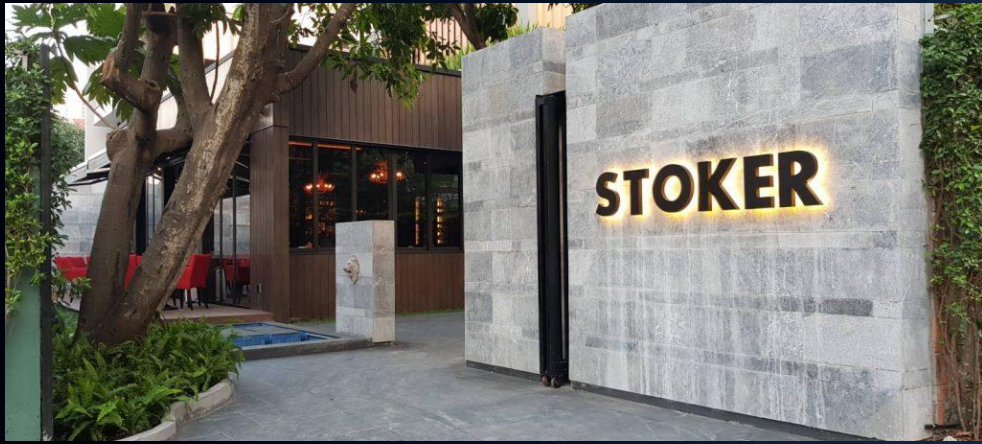
Phuc Long is going to open the first Phuc Long Premium of 2,000 sqm in Thao Dien



Nova SuperMarket opened the first store District 2. The chain is expected to expand to more than 2,000 stores by 2025.

RETAIL

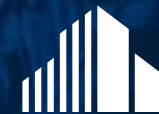
THAO DIEN IS A LUXURY F&B RETAIL MAGNET



Dior collaborated with CLAY Saigon Restaurant to open the first pop-up store in Thao Dien, namely Diorriviera



AT THE
CENTER OF
WHAT'S
NEXT



**CUSHMAN &
WAKEFIELD**

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THANK YOU

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