

TET VIETNAM 2018 & SUPPLY CHAIN

17.718 BILL VND Total good values companies reserved for Tet sales in HCMC

4.17%



increased in comparison with 2017



of goods are meat, eggs, cooking oil, rice...

15,000 - 16,000 TONS

sold per day for Tet at the 03 main wholesale markets of food in HCMC



Goods Volumes in Tet month **INCREASED 2-3 TIMES** more than other months of the year



ON AVERAGE, **10.000 TET GIFT HAMPERS**

sold per day per supermarket, with hamper prices ranged from 300,000VND - 2,000,000VND and over 30-40 choices available for consumers.



HCMC ESTIMATED TO CONSUME JUST FOR TET:



600,000 - 700,000 Apricot Blossoms trees



250,000 - 300,000 Bonsai plants



135 millions of branches for mixed flowers



41.1 millions litres of beers



47.2 millions litres of soft drinks



80% AVERAGE DAILY VOLUME GROWTH FOR AGRICULTURE COMMODITIES



322 MILLIONS LITRES OF BEER consumed during Tet 2017 for the whole Vietnam

OVER 1.500 TET PROMOTION CAMPAIGNS registered in HCMC, with total promotion values of **1.200B VND** Retailers offer Tet discounts of **5% TO 49%** for thousands of Tet SKUs.

26.037 VEHICLES SOLD



in January 2018, 29% increased in comparison with January 2017.



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Source: Consolidated News in Vietnam, January - February 2017 & 2018