SEIKO ideas
Success with you

VIETNAM BUSINESS REVIEW

Vol 29, 29 Jul 2026

Top News

Vietnam sets 2035 target for regional financial hub

Vietnam is preparing a significant overhaul of fuel distribution rules

Also in the issue

Retail strategy of Vietnam is shifting toward omnichannel growth

Mall stores and livestreaming do not directly “swallow” traditional shop

China ’s investors in entering a more strategic phase in Vietnam

DHL bets on northern Vietnam’s supply-chain shift

www.seiko-ideas.com

Vietnam sets 2035 target for regional financial hub

Vietnam has outlined an ambitious plan to establish an international financial center by 2035, seeking to position the country among the world's top 75 financial hubs and third in Southeast Asia. For foreign businesses, however, the plan's significance lies less in the ranking than in three structural changes it could bring to the market.

First, the government plans to introduce a special legal and regulatory framework during 2026-2030. This will cover governance, supervision, investment incentives and controlled testing of new financial products. Its success will depend on whether foreign institutions receive predictable rules on capital flows, taxation, licensing, dispute resolution and data protection. Regulatory credibility will be more important than short-term incentives.

Second, Vietnam is adopting a two-city model. Ho Chi Minh City will focus on capital markets, asset and fund management, green finance, payments and commodity derivatives linked to trade and logistics. Da Nang will specialize in fintech, digital assets, tokenization, supply-chain finance and regulatory sandboxes. The division could allow Vietnam to develop complementary financial clusters rather than duplicate infrastructure.

Third, the initiative may create new opportunities for international banks, investment funds, insurers, fintech companies and professional service providers. Priority areas include sustainable finance, cross-border payments, trade finance, digital platforms and institutional investment products.

Vietnam's large domestic economy and expanding manufacturing base provide a credible commercial foundation. Yet attracting major global institutions will require deeper capital markets, transparent supervision, skilled financial professionals and effective investor protection. The next four years will therefore be decisive in determining whether the project becomes a genuine regional capital hub or remains primarily a policy ambition. Thoibaotaichinhvietnam

Back to top

DHL bets on northern Vietnam’s supply-chain shift

DHL Supply Chain’s €63 million logistics campus in Hung Yen signals confidence that northern Vietnam is evolving from a manufacturing base into a regional supply-chain hub.

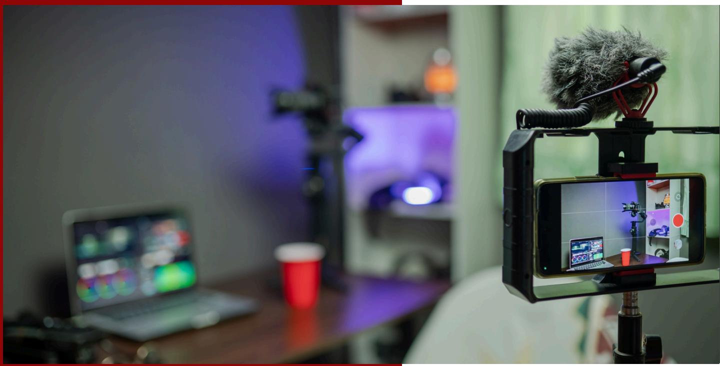
The first attraction is location. The 82,500-square-meter site connects directly to the Hanoi-Hai Phong expressway, with access to Noi Bai International Airport, Hanoi and Hai Phong Port. It also sits close to industrial clusters serving electronics, automotive, engineering and consumer-goods producers. For foreign logistics companies, this corridor offers export infrastructure, industrial demand and proximity to the region’s largest consumption market.

The second is the scale and quality of demand. The project, DHL’s first directly developed facility in Vietnam, will provide about 41,180 square meters of Grade A warehouse space in its first phase, due in the first half of 2027. Designed for automation, the campus can accommodate advanced warehouse-management systems, smart handling equipment and higher-density storage. This reflects rising demand from multinational manufacturers for integrated logistics rather than basic warehousing.

The third is sustainability. Rooftop solar capacity of 350 kWp, a 500 kWh battery-storage system and electric handling infrastructure will help customers reduce emissions and meet supply-chain ESG requirements. Such capabilities are becoming commercially important as global manufacturers tighten reporting standards for logistics partners.

For international operators, DHL’s move highlights a broader opportunity: Vietnam’s logistics market is shifting toward large-scale, technology-enabled and low-carbon facilities. Hung Yen may increasingly compete not only as an industrial province, but as a strategic distribution gateway for northern Vietnam and regional trade.

Back to top



Mall stores and livestreaming do not directly “swallow” traditional shop

Vietnam’s e-commerce market is not witnessing the disappearance of traditional online shops so much as a redistribution of growth toward sellers with stronger trust, higher-value products and professional operations.

In the first half of 2026, Shopee, Lazada, Tiki and TikTok Shop generated nearly US$ 11 billion in sales, up 44.11% year on year. Product volume rose a slower 13.67% to 2.1867 billion items, while the number of shops recording orders increased 14.11% to 613,800. The widening gap between sales and unit growth suggests that the market is moving beyond expansion driven mainly by low-priced goods toward higher average transaction values.

Shop Mall sellers are the clearest beneficiaries. Although they represented only 2.79% of shops on Shopee, Lazada and TikTok Shop, they accounted for 34.2% of sales. Their number fell 6% from a year earlier, yet revenue climbed 54%, lifting average sales per Mall seller by about 63.8%.

This concentration does not necessarily mean Mall stores and livestreaming are directly “swallowing” traditional shops. Part of the gain reflects market expansion, premiumization and the migration of brands from offline channels to marketplaces.

The strategic advantage, however, is clear. Mall status reduces buyer uncertainty through verified sourcing, stronger return policies and platform-backed authenticity. Livestreaming then converts that trust into engagement, product education and immediate purchases.

The next phase of competition will therefore be less about price alone. Success will depend increasingly on brand credibility, transparent content, customer data, service quality and the ability to deliver a consistent shopping experience across live, marketplace and offline channels. 1thegioi

Back to top

Vietnam is preparing a significant overhaul of fuel distribution rules

Vietnam is preparing a significant overhaul of fuel distribution rules, a move that could reshape pricing, market access and compliance requirements for energy companies.

The first major change is pricing autonomy. Under the draft decree, the government would stop publishing a periodic base price. Fuel wholesalers and distributors would instead set and disclose retail prices within their networks, using a regulated formula. This could create greater price competition, but it will also increase exposure to crude oil volatility, exchange-rate movements and inventory risk. Foreign operators will need stronger pricing analytics, hedging capabilities and faster decision-making.

The second shift is a rise in entry requirements for fuel wholesalers. Applicants would need at least 36 months of distribution experience, ownership of storage capacity of no less than 15,000 cubic meters, at least 10 retail stations, and annual fuel supply of at least 100,000 cubic meters. These rules favor companies with strong balance sheets and integrated infrastructure. They may also accelerate consolidation, partnerships and acquisitions as smaller operators struggle to meet the thresholds.

The third change is a move toward data-based supervision. Wholesalers and distributors would be required to connect directly with the Ministry of Industry and Trade and provide information on storage, inventories, supply volumes, distribution networks and prices. This will raise compliance and technology costs, but should also improve transparency and supply security.

For foreign energy companies, the draft signals a more market-oriented but more capital-intensive sector. Competitive advantage will increasingly depend on infrastructure ownership, digital compliance and disciplined risk management. baodautu

Back to top

Retail strategy of Vietnam is shifting toward omnichannel growth

Vietnam’s retail development plan through 2030 signals a shift from expanding store numbers to building a more integrated, technology-driven and regulated consumer market. Three priorities stand out.

First, growth is moving beyond Hanoi and Ho Chi Minh City. The government plans to support mini-supermarkets, convenience stores, smart markets and distribution facilities in rural and underserved areas. This creates room for retailers able to operate smaller formats, localise assortments and manage lower-value, higher-frequency purchases. The winners will not simply replicate urban models, but redesign logistics and pricing for regional demand.

Second, omnichannel capability is becoming essential infrastructure. The strategy promotes e-commerce, mobile shopping, social commerce and digitally connected stores, alongside integrated payment, delivery and traceability services. Retailers will increasingly need a single view of inventory, customers and promotions across channels. Companies that continue to manage online and offline operations separately may face higher fulfilment costs and weaker customer retention.

Third, supply-chain efficiency will increasingly be linked to sustainability and compliance. Vietnam aims to develop green warehouses, low-emission transport and smarter logistics systems using warehouse, transport and enterprise management software. Regulators are also tightening standards for product quality, origin disclosure and consumer protection, particularly online.

The opportunity is substantial, but expansion will require more than capital. Retailers must combine regional reach, digital integration and transparent supply chains. Vietnam’s next phase of retail growth is likely to reward operators that can scale efficiently while meeting higher expectations on convenience, trust and environmental performance. Tapchicongthuong.vn

Back to top

SEIKO ideas
Success with you

China 's investors in entering a more strategic phase in Vietnam

Chinese outbound investment is entering a more strategic phase, and Vietnam could emerge as one of its main beneficiaries. A survey cited by ACCA China shows that 57% of Chinese CFOs view Southeast Asia as the most attractive growth region over the next three years, compared with 36% for Africa and 30% for the Middle East.

The composition of expansion is also changing. Traditional exports remain the most common model, selected by 46% of respondents, but deeper forms of commitment are gaining ground: mergers and acquisitions account for 27%, while greenfield investment represents 22%. For investors, this points to a shift from short-term market access toward ownership, local operating capacity and long-term integration.

Vietnam's opportunity therefore extends beyond attracting additional factories. Chinese companies are increasingly assembling regional ecosystems that connect manufacturing, technology, financing, distribution and research. Vietnam can capture more value by supplying the local capabilities these investors cannot easily import, including market knowledge, domestic sales channels, professional services, skilled workers and regulatory support.

The investment case, however, depends on execution. Greater transparency and predictability in licensing, taxation and compliance will be essential, as regulatory risk remains a major concern for companies expanding overseas. Vietnam must also strengthen talent in financial control, data analytics, legal affairs and cross-cultural management.

Over the next 5-10 years, the key question will not be how many Chinese plants Vietnam hosts, but how much technology, decision-making capacity and profit-generating activity stays in the country. VIR

Back to top

SEIKO ideas
Success with you

For more information, please contact us:

SEIKO IDEAS

Research & Consulting Division

- Our services — Marketing Research
Business Matching
Investment Consulting
Translation - Interpretation
Training (Language & Soft skills)
- Our clients — Think tanks, Universities
Japanese & Vietnamese Government Organizations
Manufacturers, Retail companies
Advertisement agencies, Mass media
- Head Office — Floor 5th – A Chau Building
No.24 Linh Lang Str., Ngoc Ha Ward., Hanoi, Vietnam
- Rep. Office — 〒220-0012, 8F Wework, Ocean Gate Building
3-7-1 Minatomirai, Nishi ward, Yokohama
Kanagawa, Japan
- Telephone — +84-24-6275-5246 ; +84-24-6273-6989
- Fax — +84-24-6273-6988
- URL — www.seiko-ideas.com
- Email — newsletter@seiko-ideas.com