

Auchan Tweaks Store Concept to Attract Vietnamese Consumers

Even though Auchan has opened 20 supermarkets in Vietnam over the last years, the French retailer has recently unveiled a new store concept in Ho Chi Minh City to fully capture the potential of this promising market. Designed in collaboration with retail design agency [Stories](#), the store is poised to integrate local cultural behaviors to deliver a compelling customer experience.



Vietnam's 80 million inhabitants booming economy is a strategic market for Auchan in Asia. However, Vietnamese consumers are used to shop in "wet markets" where they can both purchase fresh produce and easily eat on the spot. For a dime.



As a consequence, Auchan's new supermarket combines the atmosphere of an open-air market and the convenience of a contemporary food store. Not to mention the quality and safety of Auchan's food supplies, a growing concern within the Vietnamese middle class who is now more conscious about sustainable living and preserving the environment.

The store is cleverly opened to the street with a bakery and Banh Mi counter. A relevant way to capture passersby's attention and encourage them to explore the whole store.



Inside the store, shoppers benefit from a pleasant produce area as well as a food hall where visitors can enjoy a meal baked on the spot with the store's ingredients.



Fruits and vegetables section has been designed with local materials (corrugated iron and wood) with a contemporary look and feel.



At the end of the day, Auchan's new retail approach should meet Vietnamese shoppers expectations: fresh and safe produce as well as affordable snacking options in an open environment.

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