

What is the Vientiane in Laos report?

The Vientiane in Laos report provides comprehensive city level information benchmarked against other cities in the country and region. The report includes historic data and forecasts on city population, consumer expenditure, digital penetration, wealth and other consumer topics.

Why is Vientiane important in Laos?

Vientiane in Laos helps to evaluate potential market size by city and formulate a more informed image of the urban consumer. Key economic indicators combined with income, spending and employment data help businesses map potential market sizes.

What is Vientiane in Laos based on?

This report comes in PDF. Vientiane in Laos is based on Euromonitor's City Scorecard. The scorecard is a benchmarking tool used to evaluate the consumer and economic performance of 1,000+ largest cities globally. The scorecard considers indicators across eight key pillars that are at the core of a city's consumer market development.

How has the retail industry changed in Laos?

The Lao government fully liberalized the retail sector in 2015, allowing foreign retail establishments to enter the country. As a result, several American franchises have found success in the Lao market. The level of infrastructure development in Laos is low but rapidly improving.

Vientiane, the capital city of Laos, is experiencing a dynamic shift in its job market as it enters 2024. The city's economy is primarily driven by sectors such as agriculture, manufacturing, and services, with ...

The answer lies in market research in Laos, which provides critical data on market trends, consumer preferences, and business challenges. With this information, companies can make ...

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Vientiane Capital's economy grew by 5.85 percent, surpassing the National Assembly's initial target of 0.30 percent, according to the city Mayor Atsaphangthong Siphandone. ...

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