MARKET REPORT
Q1 2026

TMS CONSULTANCY

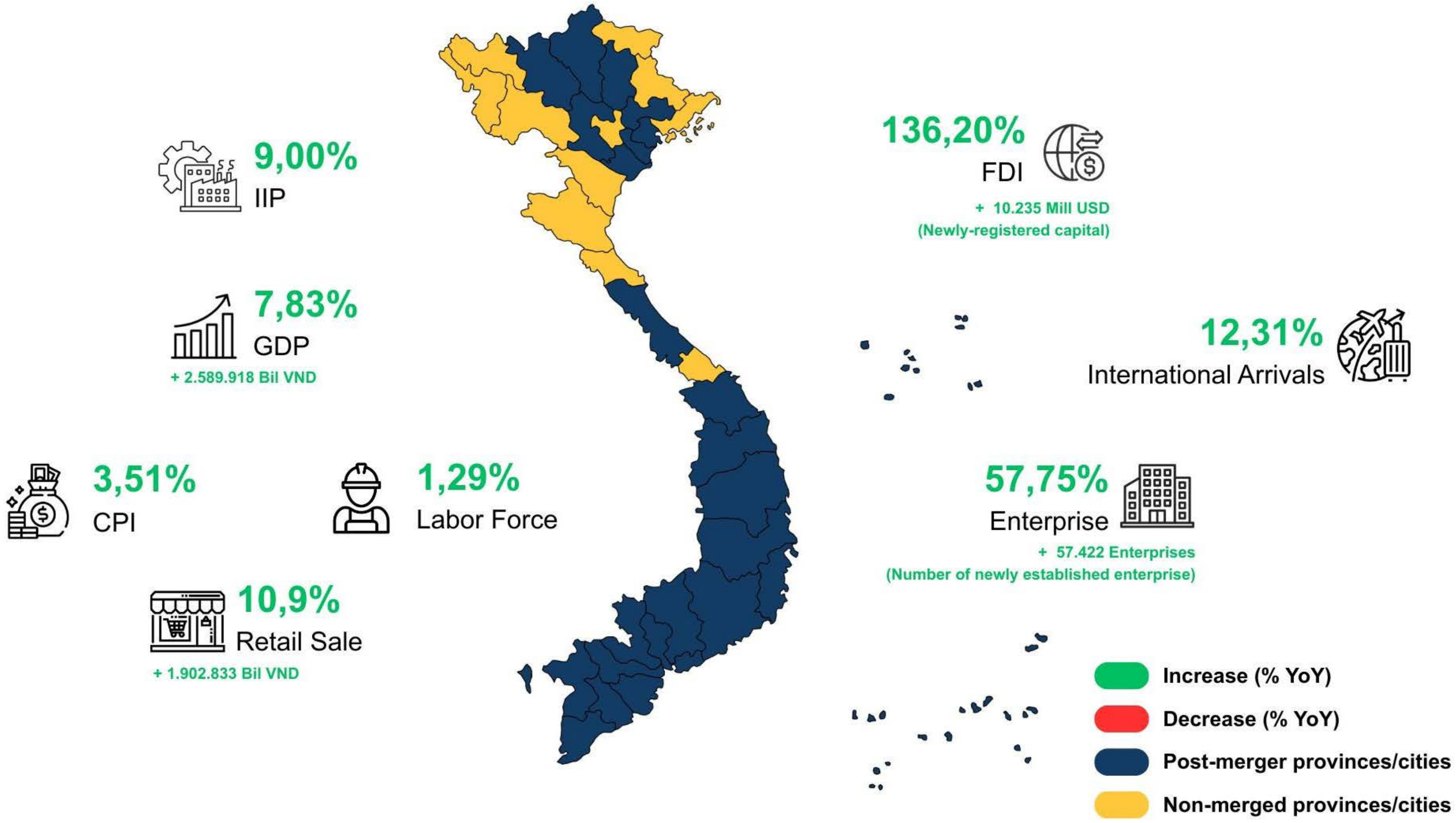
Content

*Note: For consistency, our data used pre-merger provincial names.

Market Report | Q1 2026

PART 1
Economic

VIETNAM'S ECONOMY



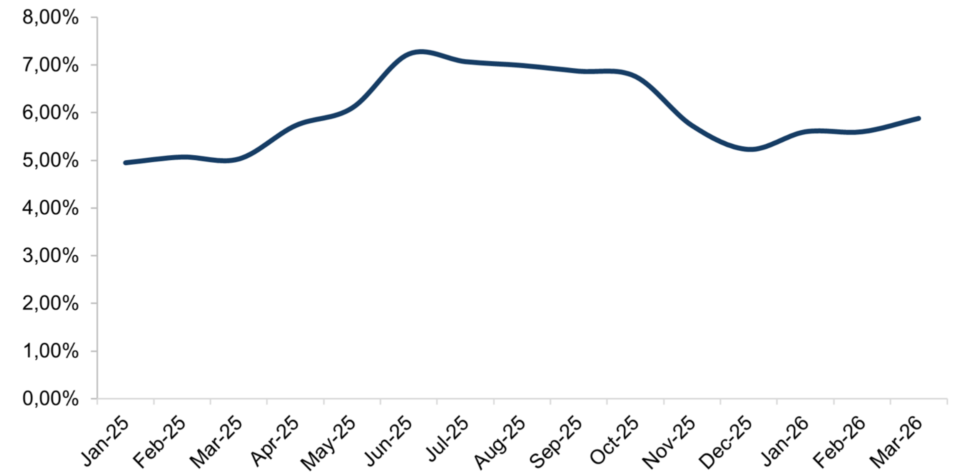
Source: NSO Vietnam & TMS Consultancy, Market Research Department

In Q1/2026, Vietnam is strengthening its position as one of Southeast Asia's most attractive investment destinations, supported by broad-based macro growth across key indicators. In the latest period, FDI surged by 136.20% YoY (such as Singapore, South Korea, China, etc.), new enterprise formation rose 57.75%, international arrivals increased 12.31%, retail sales grew over USD 72.5 billion (+10.9%), industrial production expanded 9.00%, and GDP advanced 7.83%, while CPI remained contained at 3.51% and the labor force increased by 1.29%.

Compared with many regional markets, Vietnam stands out for combining strong growth momentum with relative macro stability. Backed by continued reform, infrastructure expansion, export-oriented industrialization, and long-term ambitions in manufacturing, services, tourism, and sustainable urban development, Vietnam offers compelling opportunities for both investors and developers.

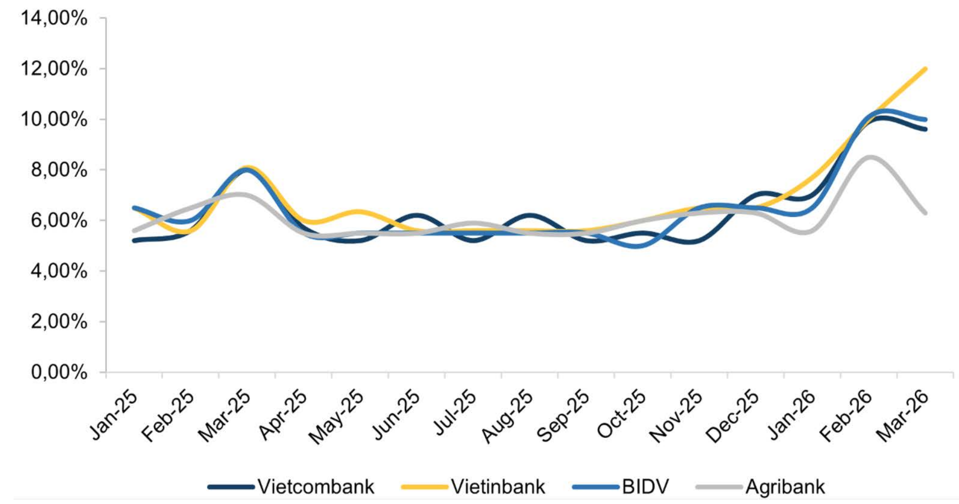
PART 2
Real Estate

HOUSING AND CONSTRUCTION MATERIALS CPI
2025 - MARCH 2026



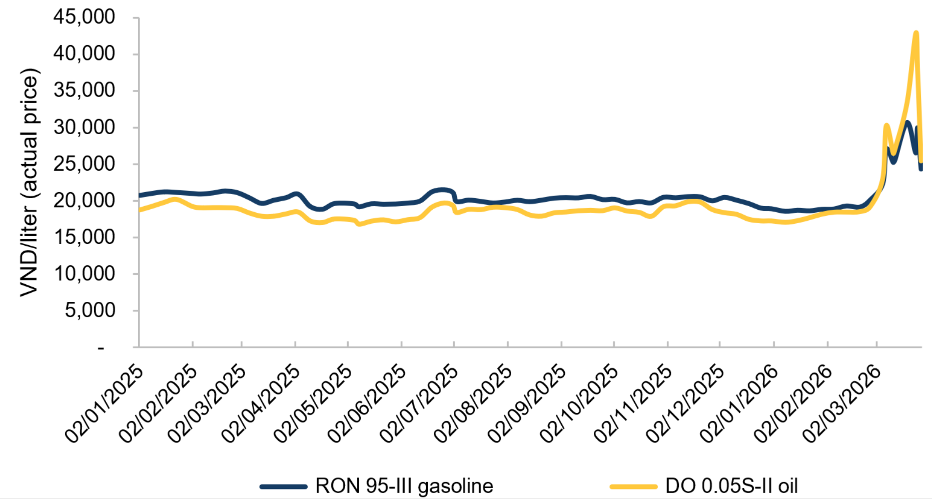
Source: NSO Vietnam & TMS Consultancy, Market Research Department

PREFERENTIAL MORTGAGE RATES ACROSS BANKS
2025 - MARCH 2026



Source: Collected by TMS Consultancy, Market Research Department
**Data reflects preferential interest rates during the initial 6–24 months before transitioning to floating rates.*

GASOLINE PRICE FLUCTUATIONS IN VIETNAM
2025 - MARCH 2026



Source: PV Oil Vietnam & TMS Consultancy, Market Research Dept.

Vietnam's real estate market is showing a clearer recovery pattern, supported by improving credit conditions, moderating construction-cost pressure, and relatively stable fuel prices for most of the period. Preferential mortgage rates, while rising again in early 2026, remained broadly accommodative through much of 2025 before moving up to around 9%–12% by Mar-2026, reflecting both returning demand and more active lending. At the same time, the housing and construction materials CPI stayed within a manageable range of roughly 5%–7%, indicating that cost inflation remains elevated but not uncontrolled. Meanwhile, gasoline prices were largely stable through 2025 before a sharp uptick in Mar-2026, highlighting a short-term cost risk rather than a prolonged shock.

Taken together, these indicators suggest that Vietnam is entering a more selective growth phase: financing conditions are still supportive relative to past tightening cycles, construction costs remain manageable, and market demand is gradually strengthening. For investors and developers, this points to a market with improving absorption potential, especially for well-located and efficiently executed projects, while also signaling the importance of timing, cost control, and product positioning in the next phase of growth.

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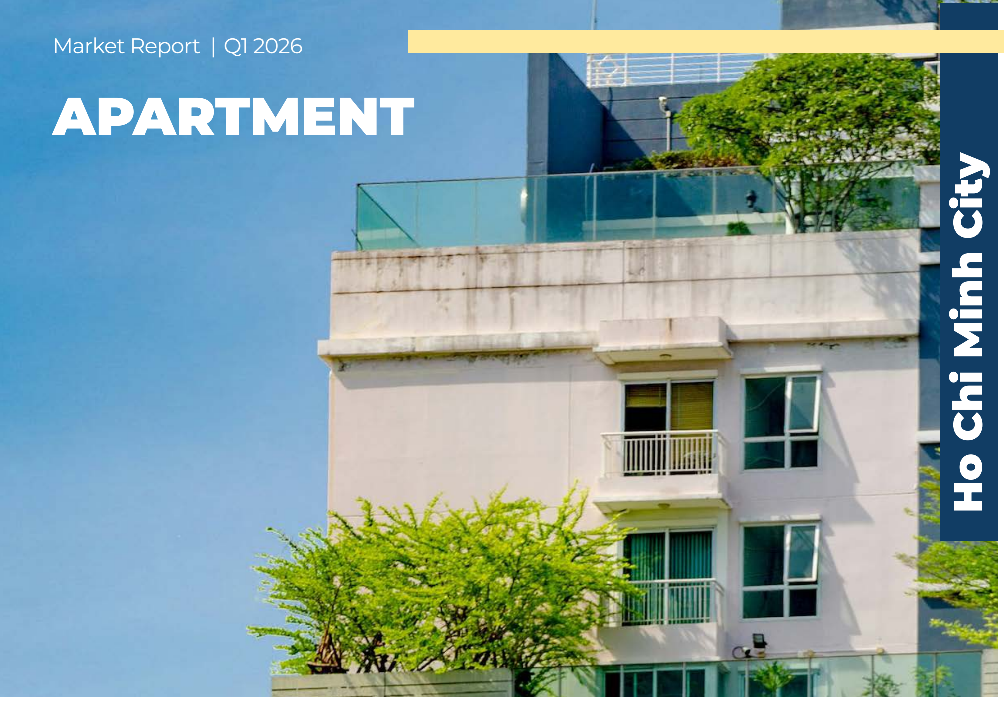
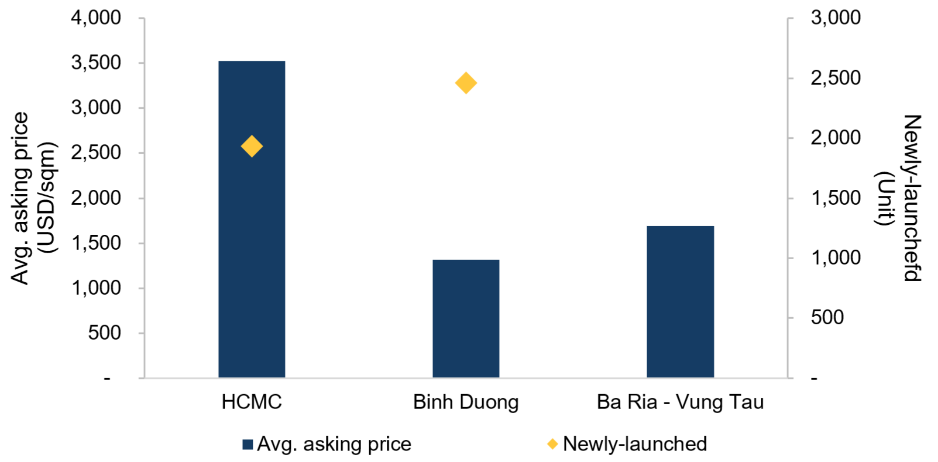
APARTMENT



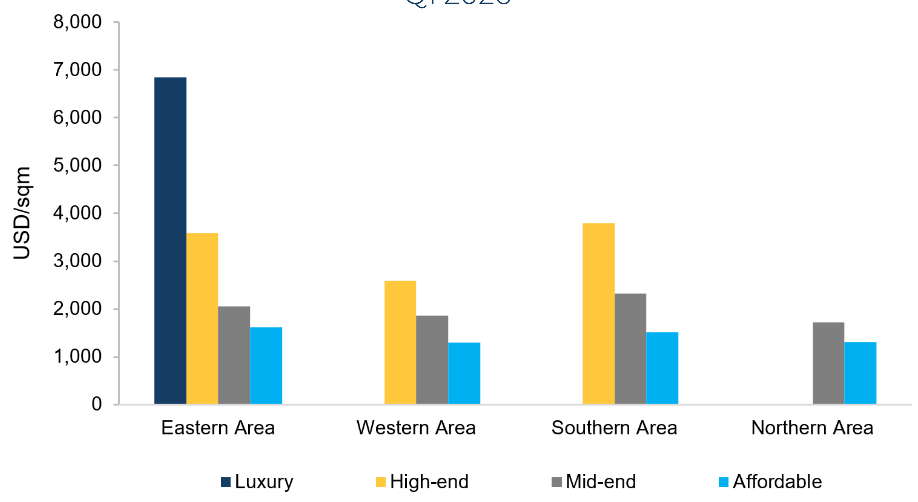
HCMC, BINH DUONG & BA RIA VUNG TAU APARTMENT SUPPLY & AVERAGE ASKING PRICE | Q1 2026



Source: TMS Consultancy, Market Research Dept.

Recently, Binh Duong and Ba Ria – Vung Tau have continuously received positive news regarding transport infrastructure, such as the Long Thanh–Vung Tau interchange being approved for operation, the Can Gio – Vung Tau sea bridge, the Suoi Tien – Long Thanh metro line, and Long Thanh International Airport, all expected to commence construction in 2026. These developments have provided a strong boost to the real estate markets in both provinces in Q1/2026. Specifically, Binh Duong recorded 2,461 new apartment units, with an average selling price of USD 1,315/sqm (+4.3% QoQ), while Ba Ria – Vung Tau reached USD 1,526/sqm (+7.5% QoQ). Meanwhile, Ho Chi Minh City continues to lead in pricing at USD 3,417/sqm (+5.0% QoQ), despite limited new supply, which mainly comes from existing projects and the high-end segment.

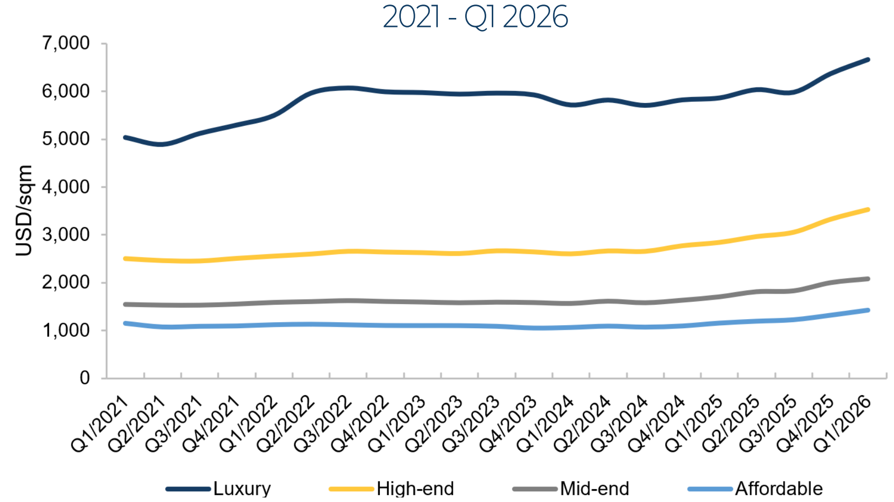
HCMC (PRE-MERGE) APARTMENT AVERAGE ASKING PRICE BY AREA Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Ho Chi Minh City's apartment market recorded clear divergence across different submarkets. The Eastern area continued to maintain its leading position in terms of pricing across all segments. Recently, the East has witnessed a strong concentration of connectivity infrastructure (such as the Metro and Ring Road 3), along with the emergence of the International Financial Center (IFC), creating a significant boost and pushing the average price level to USD 3,518/sqm (+20.9% YoY). Following this is the Southern area, where the average selling price reached USD 2,538/sqm (+24.1% YoY). This market is entering a "mature" phase, supported by well-planned, long-established urban developments, and continues to focus on the high-end and mid-end segments. Meanwhile, the Northern and Western areas are undergoing a restructuring phase, with average prices of USD 1,512/sqm (+19.4% YoY) and USD 1,913/sqm (+16.2% YoY), respectively, catering to the housing needs of middle- and lower-income buyers.

HCMC (PRE-MERGE) APARTMENT AVERAGE ASKING PRICE BY SEGMENT 2021 - Q1 2026

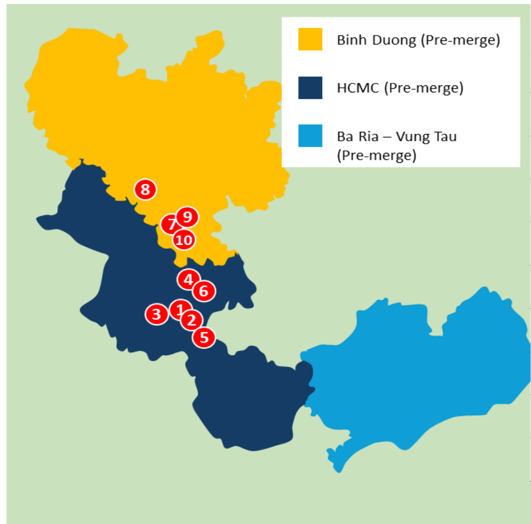


Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Ho Chi Minh City's apartment market recorded a broad-based increase in prices across all segments. The main drivers stem from the scarcity of inner-city land and rising development costs, pushing primary prices to new highs. The high-end and mid-end segments also maintained steady growth, reaching USD 3,522/sqm (+24.0% YoY) and USD 2,086/sqm (+22.1% YoY), respectively, reflecting the upgrading housing demand of the growing middle class. The market trend is shifting strongly toward luxury products (with an average price of USD 6,637/sqm, +13.2% YoY) to optimize value on increasingly limited land supply. As a result, homeownership opportunities in the affordable segment are narrowing, with prices reaching USD 1,424/sqm (+23.3% YoY).

Apartment prices in Ho Chi Minh City are unlikely to experience a sharp decline, but growth is expected to slow and become more segmented due to weaker demand, driven by higher interest rate ceilings and tighter control over real estate credit by the State Bank of Vietnam. For developers and investors, it is advisable to prioritize the mid-end segment and adopt cash flow–based strategies rather than relying on short-term price appreciation. Investment decisions should be aligned with areas that already have established infrastructure, while maintaining financial leverage at a prudent level. In addition, legal transparency and the credibility of developers are key factors in ensuring liquidity and mitigating risks.

UPCOMING SUPPLY IN HCMC IN Q2/2026

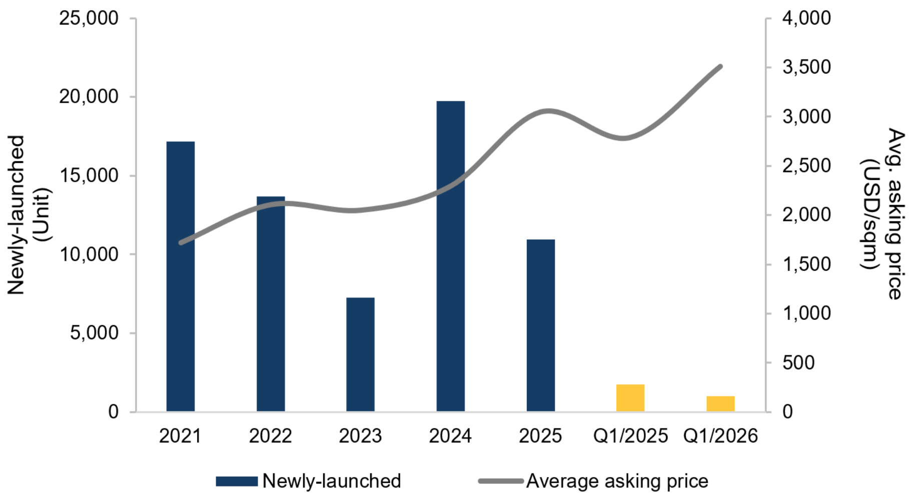


No.	Property name	Asking price (USD/sqm)
1	One Central Saigon	> 46,000
2	Sunshine Sky City	~ 3,800
3	The Park Avenue	~ 3,800
4	Van Phuc City (Diamond Sky)	~ 4,800
5	Vlasta Premier Phu Thuan	3,600 – 3,700
6	The Berkley	> 9,600
7	Lusso Saigon	> 2,800
8	Midori Park the Nest	~1,700
9	The Aspira	1,500 – 1,700
10	The Emerald Boulervard	~2,300

Source: TMS Consultancy, Market Research Dept.

APARTMENT

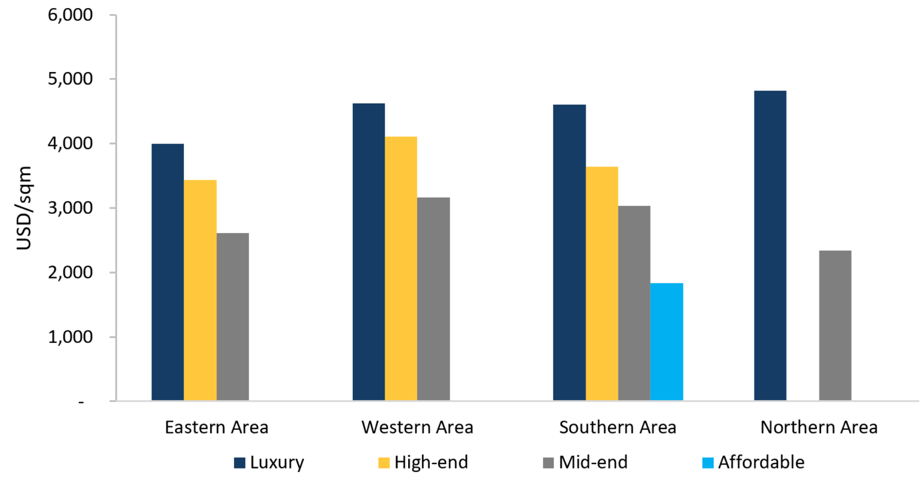
HANOI APARTMENT SUPPLY & AVERAGE PRICE | 2021 - Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Hanoi's apartment market recorded continued low levels of new supply, with fewer than 1,000 units launched, reflecting a shortage of primary supply. In contrast, the average asking price rose sharply to approximately USD 3,520/sqm (+26.2% YoY), significantly higher than in previous years. The upward price trend amid limited supply indicates that demand pressure remains stable, particularly in the mid-end and high-end segments. This is mainly driven by prolonged legal bottlenecks, rising development costs, and the increasing scarcity of inner-city land. In addition, expectations surrounding infrastructure development and the recovery of market confidence have further supported price levels. Overall, the market is entering a phase of structurally driven price growth rather than a short-term cyclical increase.

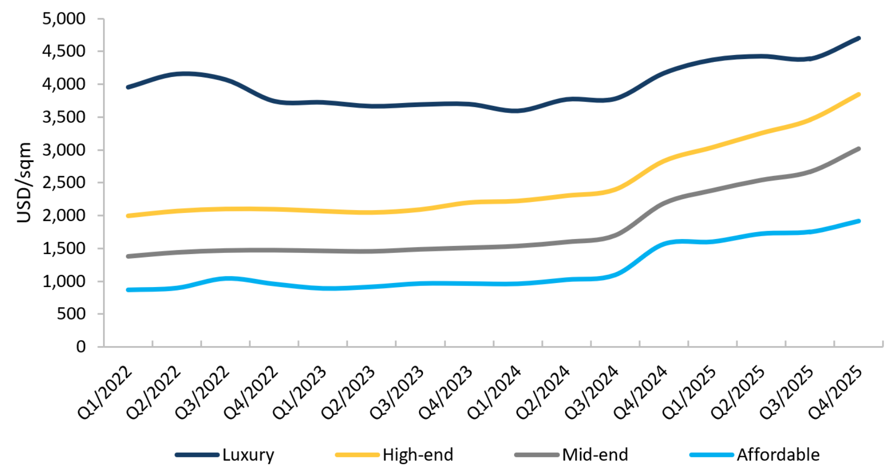
HANOI APARTMENT AVERAGE ASKING PRICE BY AREA | Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Hanoi's apartment market recorded clear price differentiation across administrative areas. The Western area established its leading position, achieving the highest average price in the market at USD 3,972/sqm (+38% YoY), with a strong concentration of ultra-luxury and luxury segments, shaping an upscale lifestyle in Hanoi. Meanwhile, the Eastern area recorded an average price of USD 3,350/sqm (+30.6% YoY). With strong development potential driven by abundant land availability, accelerated infrastructure projects (such as Tu Lien Bridge, Ring Road 3.5, and Ring Road 4), and the success of mega-urban developments (e.g., Ocean City), the area has attracted new residential communities and capital inflows from the urban core. The Southern and Northern areas posted average prices of USD 3,278/sqm (+28.9% YoY) and USD 3,583/sqm (+8.8% YoY), respectively).

HANOI APARTMENT AVERAGE ASKING PRICE BY SEGMENT | 2022 - Q1 2026

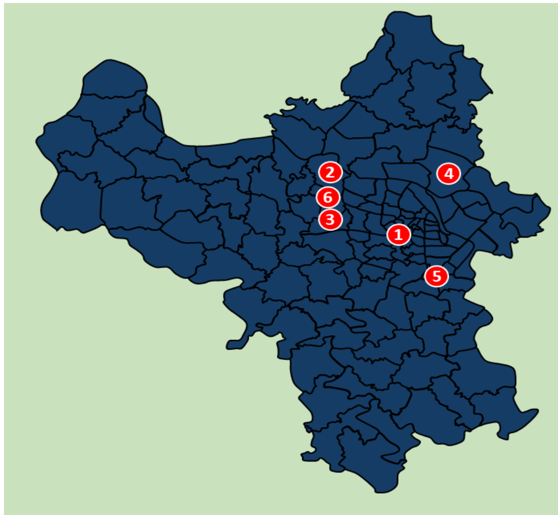


Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Hanoi's apartment market witnessed a broad-based price increase across all segments. Notably, the high-end segment surged to USD 3,906/sqm (+28.5% YoY), while the affordable segment also established a new price level at USD 2,067/sqm (+29% YoY). This escalation is primarily driven by rising input costs and the severe shortage of primary supply, pushing the market to shift toward higher-end products to optimize profitability. This trend indicates a growing lack of affordable housing, placing homeownership in Hanoi under record-high pressure in recent years.

It is expected that Hanoi's upcoming housing supply will surge as many mid-end and high-end projects are gradually completing legal procedures and preparing for launch. The market is also shifting toward satellite urban areas along Ring Road 4 and neighboring provinces such as Hung Yen and Bac Ninh. As interest rates show signs of edging up, developers should reduce financial leverage and prioritize investment partnerships or capital mobilization from foreign funds to ensure stable long-term cash flow for project implementation.

UPCOMING SUPPLY IN HANOI IN Q2/2026



No.	Property name	Asking price (USD/sqm)
1	Vinhomes Galaxy	~ 7,700
2	Masteri Sky Quarter	~ 3,000
3	Imperia Sky Park	~ 3,600
4	Lumiere Essence Peak	~ 6,500
5	Greenera Southmark	~3,000
6	The Flame Vine	~2,800

Source: TMS Consultancy, Market Research Dept.

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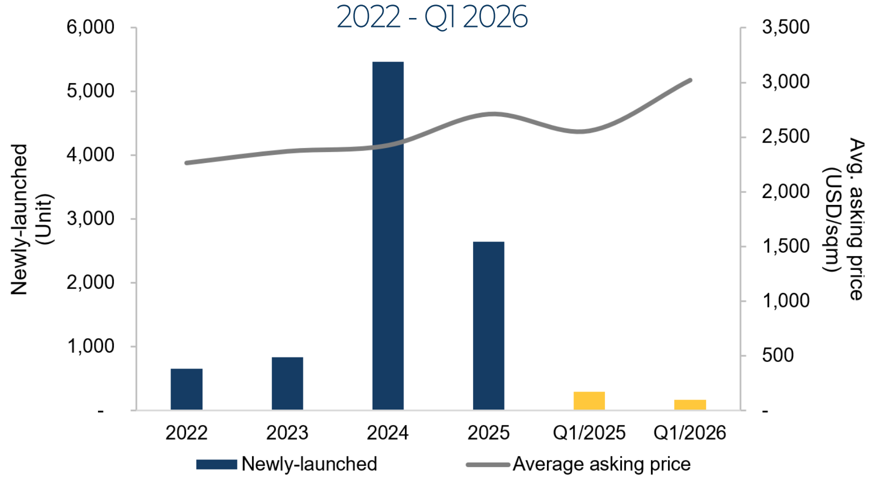
APARTMENT

Da Nang

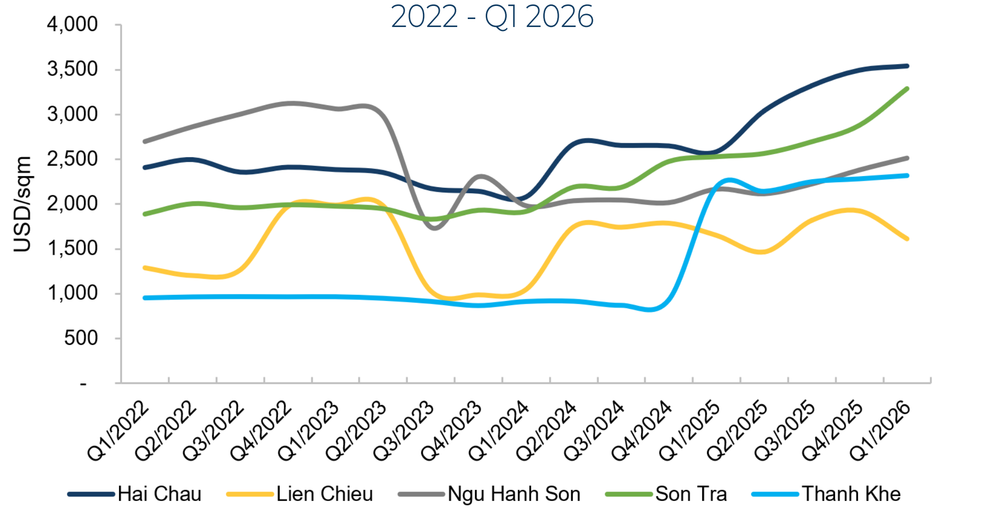
DA NANG APARTMENT SUPPLY & AVERAGE ASKING PRICE
2022 - Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Da Nang's apartment market recorded a divergence between supply and pricing, reflecting a shortage of primary supply amid the establishment of a new price benchmark. Specifically, newly launched units fell to a record low, while the average asking price surged to USD 3,022/sqm (+18.2% YoY). This trend is mainly driven by the scarcity of coastal land and legal barriers that have delayed new project developments, forcing the market to focus on high-end products with greater value-added potential. It also reflects strong expectations for the recovery of the resort and luxury apartment segments in the area.

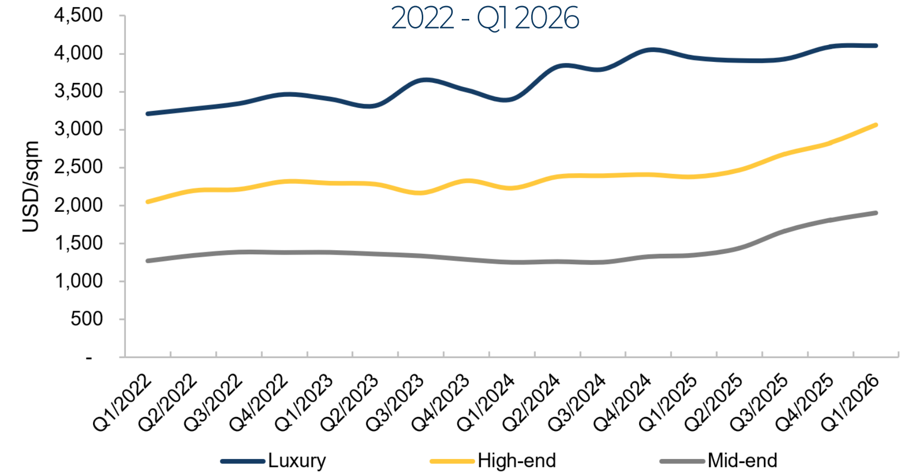
DA NANG (PRE-MERGE) APARTMENT AVERAGE ASKING PRICE BY AREA
2022 - Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Da Nang's apartment market recorded strong price growth across most key areas, led by Hai Chau District at USD 3,544/sqm (+37% YoY). Son Tra District also maintained impressive growth, reaching USD 3,288/sqm (+30% YoY), supported by the scarcity of coastal land. Additionally, both Hai Chau and Son Tra districts have benefited from infrastructure momentum, with the expansion of Da Nang International Airport and the development of Lien Chieu Port scheduled for implementation this year. In contrast, Lien Chieu District saw a slight year-on-year decline, reflecting cautious investor sentiment in areas where infrastructure is still under development.

DA NANG APARTMENT AVERAGE ASKING PRICE BY SEGMENT
2022 - Q1 2026

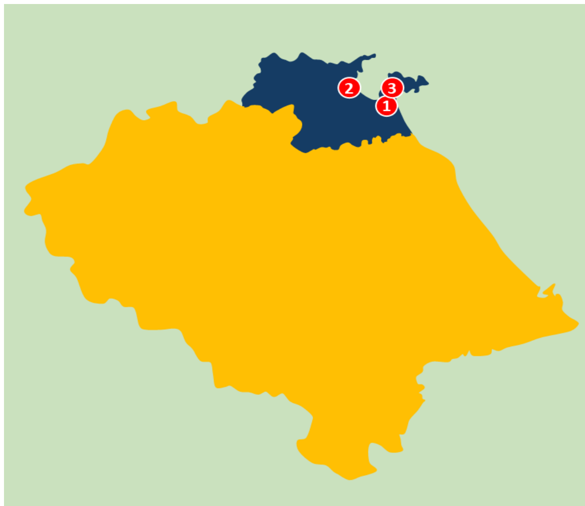


Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Da Nang's apartment market witnessed a broad-based price increase across all segments, most notably in the high-end segment, which reached USD 3,058/sqm (+28.7% YoY). The luxury segment continued to lead the market at USD 4,105/sqm (+4.0% YoY), while the mid-end segment also established a new benchmark at USD 1,904/sqm (+41.4% YoY). This strong growth is primarily driven by the shortage of primary supply, combined with infrastructure catalysts such as the expansion of Da Nang International Airport and the development of Lien Chieu Port. The trend reflects a significant shift of capital into high-end products with strong liquidity and sustainable

Over the next 2–3 years, prices are expected to continue establishing new benchmarks, positioning apartments in this market as valuable investment assets thanks to their potential for sustainable service and tourism operations. This represents a golden window for investors to focus on projects with clear legal status and strong connectivity infrastructure before major developments are completed by 2028.

UPCOMING SUPPLY IN DA NANG IN Q2/2026



No.	Property name	Asking price (USD/sqm)
1	Regal Complex	2,000 – 2,600
2	Vinhomes Lang Van	N/A
3	Hiyori Aqua Tower	~2,600

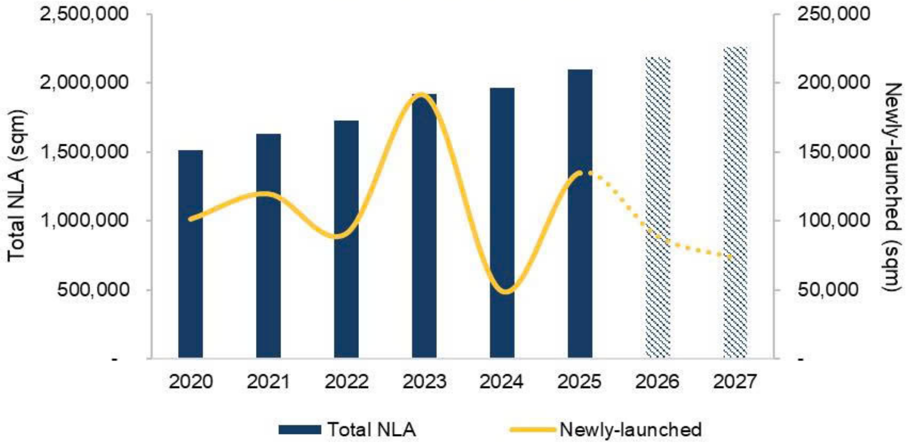
Source: TMS Consultancy, Market Research Dept.

OFFICE

Ho Chi Minh City

OFFICE SUPPLY IN HO CHI MINH CITY | 2020 - 2027F

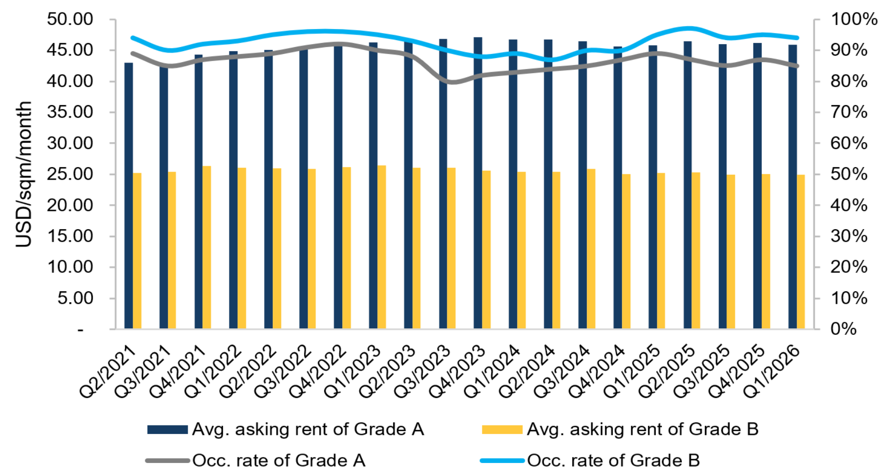
(The year 2008 is taken as the base year)



Source: TMS Consultancy, Market Research Dept.

In 2026–2027, the office market in former Ho Chi Minh City is expected to add more than 166,000 sqm of Grade A and B office space. Notably, the trend of decentralization is becoming increasingly evident, as developments shift away from the traditional CBD core to reduce reliance on it. In particular, Thu Thiem and District 7 are witnessing strong infrastructure development and are being positioned as emerging financial hubs, laying the groundwork for future office clusters. For investors and developers, project success will depend not only on achieving early occupancy rates but also on meeting quality standards and obtaining international certifications. Amid rising leasing demand and intensifying competition, quality and sustainability are becoming key competitive advantages.

OFFICE MARKET IN HO CHI MINH CITY | 2021 - Q1 2026

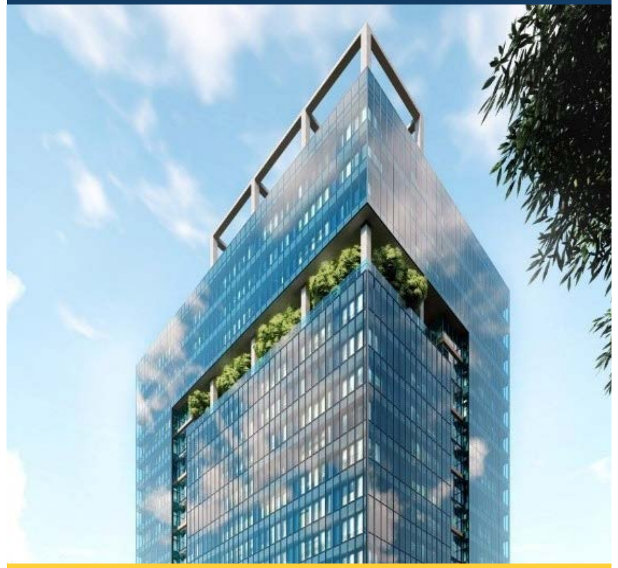


Source: TMS Consultancy, Market Research Dept.

As of Q1/2026, the office market in former Ho Chi Minh City recorded a slight softening. The average rent for Grade A offices stood at approximately USD 45.88/sqm/month (+0.25% YoY), while Grade B office rents were at USD 24.98/sqm/month (-1.03% YoY). Occupancy rates remained stable, at around 85% for Grade A and approximately 94% for Grade B. This stability is partly attributed to the introduction of The Kross building (Grade A), along with sustained leasing demand, as tenants are willing to pay higher rents for newer buildings with better facilities, particularly within the Grade B segment.

In the future, infrastructure upgrades and the increasing concentration of supply meeting international and ESG standards will help reinforce Ho Chi Minh City's strategic direction as a financial hub. However, the potential for rental growth and high occupancy rates will largely be concentrated in well-located and well-developed projects. For investors and developers, a key strategy is to prioritize locations with strong connectivity, incorporate green standards, and achieve early occupancy, as competition intensifies and leasing demand continues to evolve.

SOME FUTURE PROJECTS IN HO CHI MINH CITY

HONG FU PLAZA	UOA TOWER II (MILLENNIAL TOWER)
	
Grade B | 25,000 sqm NLA Expected Completion Year: Q2 2026	Grade A | 60,492 sqm NLA Expected Completion Year: 2027
UOA TOWER III (PARC TOWER)	ONE CENTRAL SAIGON
	
Grade A | 36,465 sqm NLA Expected Completion Year: 2028	Grade A | 17,800 sqm NLA Expected Completion Year: 2029

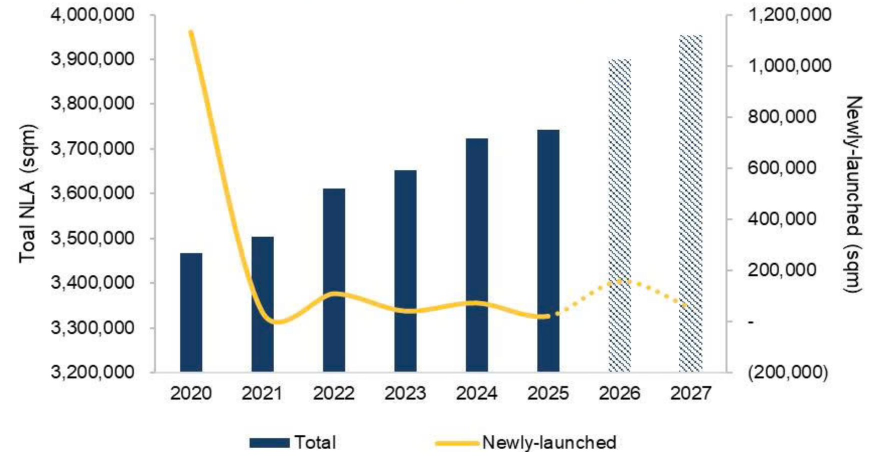
Source: Collected by TMS Consultancy, Market Research Dept.

OFFICE

Hanoi

OFFICE SUPPLY IN HANOI | 2020 - 2027F

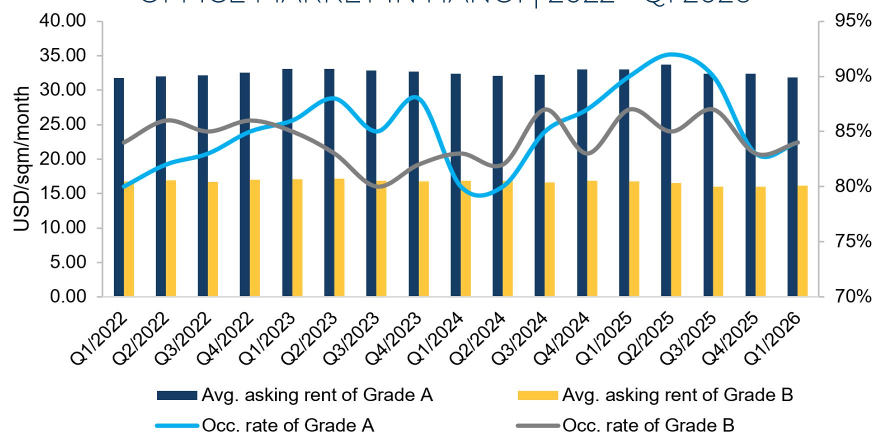
(The year 2008 is taken as the base year)



Source: TMS Consultancy, Market Research Dept.

In the 2026–2027 period, Hanoi's office market is expected to record a significant new supply, with a total of nearly 210,000 sqm of Grade A and B office space. Most of these new projects are concentrated in non-central areas such as Tay Ho and Bac Tu Liem. This trend is supported by infrastructure developments, including Metro Line 3, Dang Thai Mai corridor, the expanded Nguyen Co Thach – Hoang Quoc Viet transport axis, and the orientation toward developing financial and technology hubs. Notably, the entry of Grade A office buildings in Bac Tu Liem highlights a clear shift of high-quality office segments away from the city center, contributing to the formation of new "sub-CBDs" in the future.

OFFICE MARKET IN HANOI | 2022 - Q1 2026



Source: TMS Consultancy, Market Research Dept.

Regarding office rents in Hanoi in Q1/2026, there was a certain decline due to a significant increase in supply. Grade A office rents averaged approximately USD 31.85/sqm/month (-3.4% YoY), as the introduction of new buildings has adjusted the overall price benchmark. Grade B offices also recorded an average rent of around USD 16.13/sqm/month (-3.64% YoY). Occupancy rates for both segments remained positive at around 84%, supported by new supply entering the market, such as IFC Hanoi (in former Tay Ho District) and ThaiSquare Caliria (in former Dong Da District).

Hanoi is emerging as an attractive destination for manufacturing companies to expand their operations, thanks to its competitive cost advantages and access to newly developed Grade A office spaces with large floor areas. However, the current supply of high-end offices still falls short of meeting the growing demand from businesses seeking modern and efficient workspaces. In addition, the most notable trend is the shift of office spaces away from the traditional central areas, expanding into districts such as Ba Dinh, Dong Da, Cau Giay, and Tay Ho.

Over the next 1–2 years, competition is expected to intensify as the supply of Grade A offices expands. Factors such as green certifications, environmental, social, and governance (ESG) standards, operational efficiency, and infrastructure connectivity will play a decisive role in leasing decisions. This shift is creating a natural "filtering process," forcing developers to upgrade their products in order to remain competitive.

SOME FUTURE PROJECTS IN HANOI

CATGO BUIDLING

Grade A | 15,936 sqm NLA
Expected launch: Q4 2026

PARC HANOI

Grade A | 45,000 sqm NLA
Expected Completion Year: Q2 2027

LANDMARK 55

Grade A | 9,440 sqm NLA
Expected Completion Year: 2027

MASLIGHT HITECH PARK

Grade B | 42,000 sqm NLA
Expected Completion Year: 2028

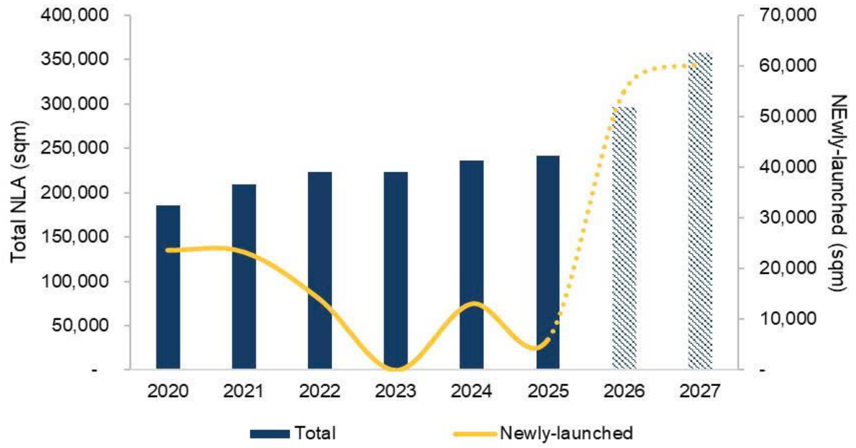
Source: Collected by TMS Consultancy, Market Research Dept.

OFFICE

Da Nang

OFFICE SUPPLY IN DA NANG | 2020 - 2027F

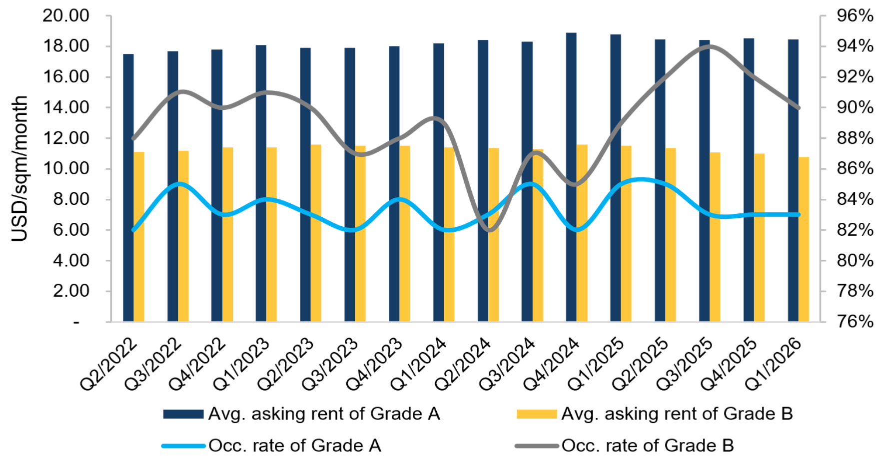
(The year 2008 is taken as the base year)



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, approximately 30,000 sqm of new office supply was recorded, indicating significant growth following the recovery in 2025 and the renewed vibrancy of the regional office market. At the same time, an additional 60,000 sqm of new office space is expected to be added within the year, reflecting strong investor confidence in Da Nang. However, the rapid increase in supply may put short-term pressure on rental rates and occupancy levels.

OFFICE MARKET IN DA NANG | 2022 - Q1 2026



Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Da Nang's office market recorded a clear divergence in rental performance between the two segments. The average rent for Grade A offices reached USD 18.47/sqm/month, slightly decreasing compared to the previous quarter but still maintaining relatively stable growth (-1.7% YoY). Meanwhile, the Grade B segment continued to face downward pressure, with rents falling to USD 10.76/sqm/month—the lowest level in the past four years.

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Overall occupancy rates showed signs of stabilization, with Grade A at around 85% and Grade B at 90%, reflecting a trend where businesses are tightening budgets or prioritizing more flexible workspace solutions. This is mainly driven by the increase in high-quality new supply, forcing older buildings (Grade B) to lower rents to retain tenants, alongside the "flight-to-quality" trend, where tenants are willing to pay more for offices with modern standards and green, efficient operations.

In the future, Da Nang's office market is expected to shift strongly toward a multi-polar model, driven by the completion of major projects such as Lien Chieu Port and the expansion of the international airport. Investment waves in the semiconductor and AI sectors will set new standards for the Grade A segment, prioritizing buildings with green certifications (ESG) and advanced technological infrastructure. The "flight-to-quality" trend will push up rental rates in the premium segment, while new logistics zones and software parks are set to become key hubs attracting FDI inflows. Overall, the market is expected to move toward a more in-depth development phase, closely linked to transportation infrastructure and a sustainable digital economy ecosystem.

SOME FUTURE PROJECTS IN DA NANG

VIETTEL BUILDING	DA NANG DOWNTOWN
	
Grade A | 35,460 sqm NLA Expected Completion Year: 2026	Grade A | N/A sqm NLA Expected Completion Year: 2027

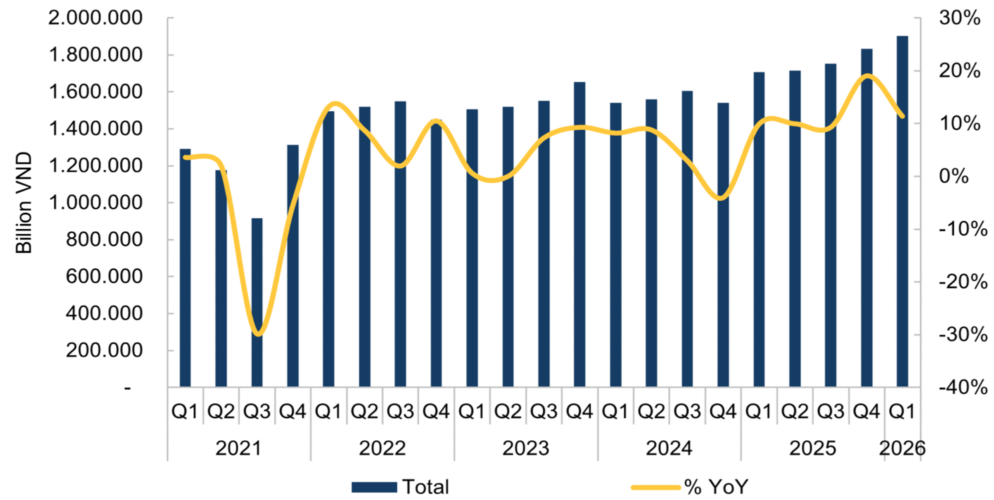
Source: Collected by TMS Consultancy, Market Research Dept.

RETAIL

Market Report | Q1 2026

VIETNAM RETAIL MARKET OVERVIEW

TOTAL RETAIL SALES OF GOODS AND CONSUMER SERVICE REVENUE IN VIETNAM | 2021 - Q1 2026



Source: NSO Vietnam & TMS Consultancy, Market Research Dept.

In Q1/2026, total retail sales of goods and consumer service revenue recorded strong growth, reaching VND 1,902,833 billion, up 11.39% compared to the same period last year (Q1/2025: VND 1,708,252 billion). The main growth drivers came from retail sales of goods (accounting for the largest share at VND 1,452,390 billion) and the strong rebound in accommodation and food services, which grew by over 17% YoY. This was primarily driven by the robust recovery in domestic consumption following stimulus policies, along with the boom in tourism in the early months of the year. The market is clearly shifting toward modern retail platforms and premium experiential services, and is expected to maintain double-digit growth in the coming quarters, supported by strengthened consumer confidence and stable macroeconomic conditions.

RETAIL

Retail Supply

	HO CHI MINH CITY		HANOI	
Area	CBD	Non-CBD	CBD	Non-CBD
Total Supply (sqm)	Approx. 163 thousand	More than 1.1 mil	Approx. 240 thousand	More than. 1.1 mil
Average Asking Rent (USD/sqm/month)	65-150	23-50	50-110	25-60
Occupancy	~ 95%	~ 96%	~ 90%	~ 93%

Source: TMS Consultancy, Market Research Dept.

(In this report, retail supply only includes shopping centers, as they represent the majority of retail types. The above asking rents are typical rent ranges and do not include ground floor rents, VAT or service charges.

- CBD refers to District 1 and District 3 in Ho Chi Minh City pre-merge.

- CBD refers to Hoan Kiem District, Ba Dinh District and Hai Ba Trung District in Hanoi pre-merge

Market Performance

HO CHI MINH CITY

Retail rental rates in shopping malls within the CBD range from USD 65–150/sqm/month, with an occupancy rate of around 95%. The entry of Sun Tower (District 1) has slightly reduced the occupancy rate compared to the previous quarter.

In non-CBD areas, retail rental rates in shopping malls range from USD 23–50/sqm/month, with occupancy remaining stable at approximately 96%.

HANOI

Retail rental rates in shopping malls within the CBD range from USD 50–100/sqm/month, with occupancy declining to around 90% following the entry of three new projects: Vinaconex Diamond and Hinode City (Hai Ba Trung), and Tien Bo Plaza (Ba Dinh).

In non-CBD areas, retail rental rates in shopping malls range from USD 25–60/sqm/month, with occupancy remaining stable at approximately 93%, and the market is expected to welcome the Thiso Mall Tay Ho Tay project in 2026.

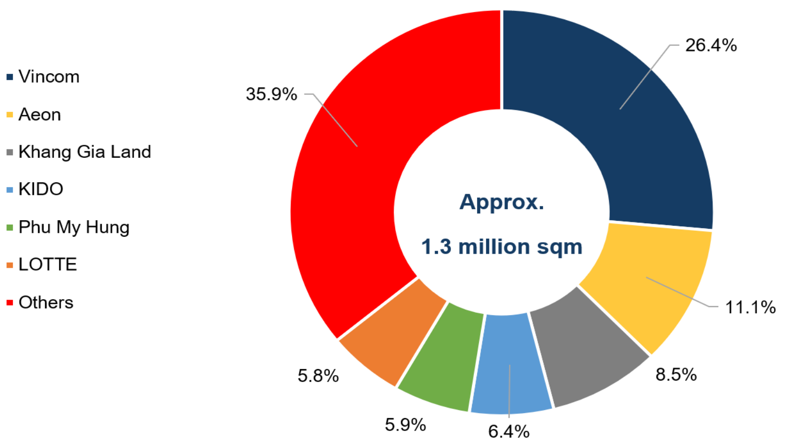
EXPANSION OF RETAILERS IN HO CHI MINH CITY

EXPANSION OF RETAILERS IN HANOI

Source: TMS Consultancy, Market Research Dept.

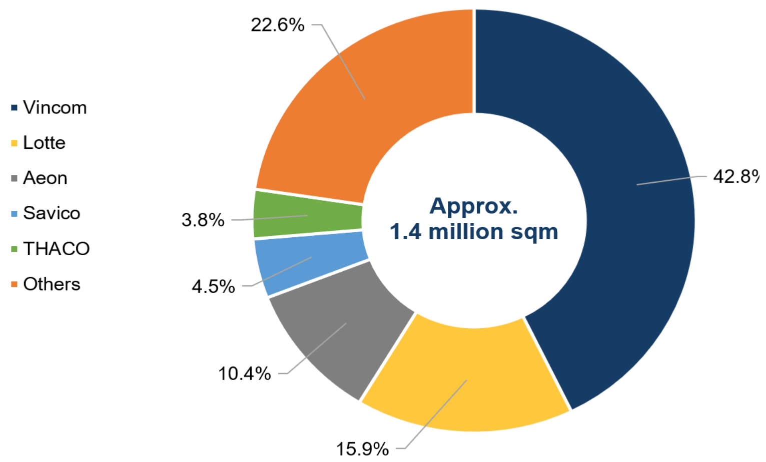
Market Share

RETAIL MARKET SHARE IN HCMC



Source: TMS Consultancy, Market Research Dept.

RETAIL MARKET SHARE IN HANOI



Source: TMS Consultancy, Market Research Dept.

In Ho Chi Minh City, the retail market is highly fragmented and intensely competitive, with a diverse mix of real estate developers and standalone shopping centers. Vincom leads the market but holds only 26.4% market share, significantly lower than in Hanoi. In contrast, Hanoi's retail market is more concentrated, with Vincom dominating and benefiting from rapid expansion through large-scale urban developments in gateway districts, capturing up to 42.8% market share.

The notable gap in Lotte's presence (nearly three times higher in Hanoi than in Ho Chi Minh City) reflects its strategic focus on premium retail complexes in the North, such as Lotte Mall West Lake. Additionally, the Starlake urban area is gradually emerging as a new retail backbone in Hanoi, with the participation of major players like THACO and Takashimaya. Meanwhile, Ho Chi Minh City is witnessing the rise of integrated retail models from companies like KIDO and real estate developers such as Khang Gia Land (8.5%).

Overall, Hanoi's market is gradually reaching saturation with established players, while Ho Chi Minh City remains an "open arena" for new developers entering the market. This is expected to drive significant shifts in market share in the coming quarters as new projects in the Eastern area (Thu Duc) and the Southern area come into operation.

SOME NOTABLE FUTURE SUPPLY

THISO MALL TAY HO TAY

Location: Hanoi

Investor: Dai Quang Minh Company (Thadico)

Estimated Completion: Q2 2026

NLA: 52,500 sqm

AEON MALL DA NANG

Location: Da Nang

Investor: AEON MALL Vietnam Co., Ltd.

Estimated Completion: Q2 2026

NLA: 27,000 sqm

AEON MALL BIEN HOA

Location: Ho Chi Minh City

Investor: SDI Corp

Estimated Completion: Q3 2026

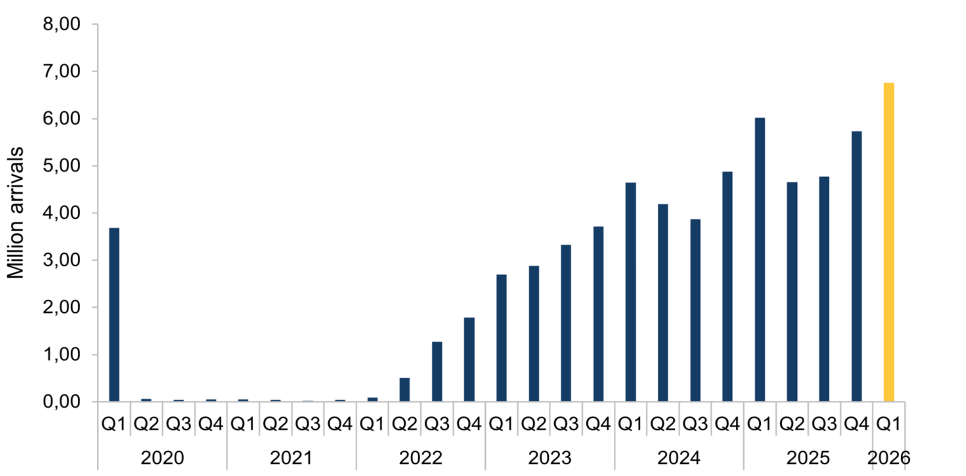
NLA: 123,000 sqm

Source: Collected by Market Research Dept., TMS Consultancy

RETAIL

HOTEL

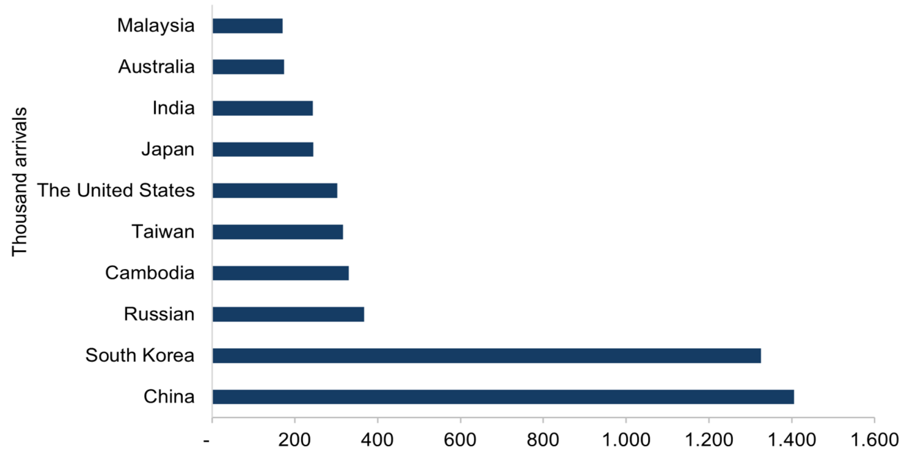
INTERNATIONAL TOURIST TO VIETNAM | 2020 - Q1 2026



Source: NSO Vietnam & TMS Consultancy, Market Research Dept.

Vietnam continues to affirm its appeal as a tourism destination, recording over 6.76 million international arrivals in Q1/2026, up more than 12% compared to the same period last year. This result reflects the effectiveness of visa exemption policies, expanded capacity at international airports, competitive travel costs, and the increasing number of cultural and culinary promotion events. This growth momentum has generated positive spillover effects on related sectors such as restaurants, retail, and transportation, while also highlighting the tourism development potential of central areas with strong infrastructure and experiential offerings.

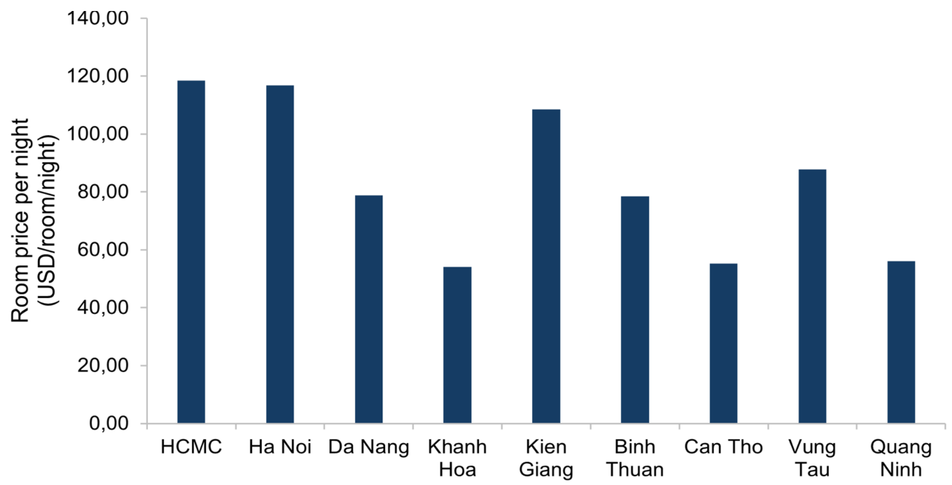
TOP 10 COUNTRIES VISITING VIETNAM | Q1 2026



Source: NSO VIietnam & TMS Consultancy, Market Research Dept.

Regarding the tourism market, Vietnam remains a favored destination for many Asian countries, with China (1.4 million arrivals) and South Korea (1.3 million arrivals) being the largest source markets. Notably, tourist arrivals from Europe have recorded strong growth, despite disruptions to international flights in March 2026 due to conflicts in the Middle East. However, the continued increase in visitors from this region highlights its strong interest in Vietnam. Overall, Vietnam's tourism sector is not only expanding in terms of visitor volume but also diversifying its source markets, ensuring greater sustainability for long-term tourism development.

HOTEL MARKET PERFORMANCE IN SOME CITIES/PROVINCES IN Q1 2026



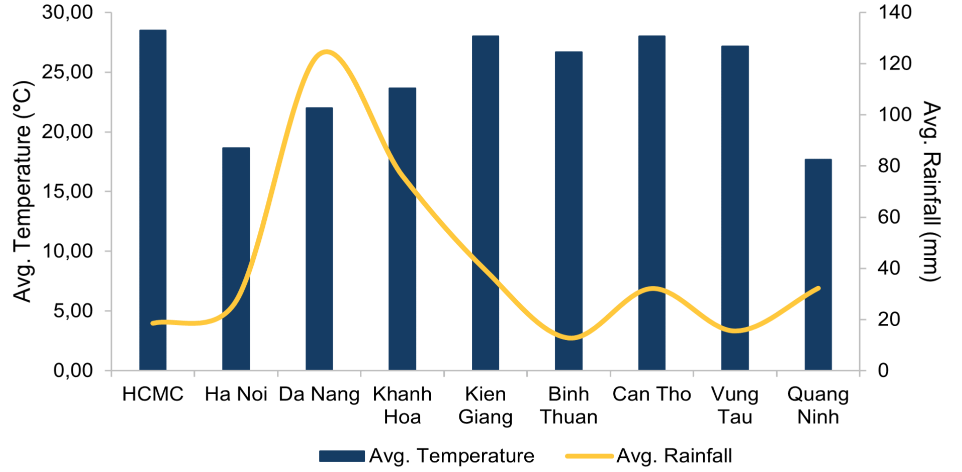
Source: TMS Consultancy, Market Research Dept.

In Q1/2026, Vietnam's hotel market recorded an average room rate exceeding USD 110 per room per night in Ho Chi Minh City and Hanoi, driven by strong growth in tourist arrivals, major tourism events, and improved transportation connectivity. In coastal destinations, room rates maintained a steady upward trend, with Kien Giang surpassing USD 100 per room per night, supported by growth in international visitors and upgrades to airport and seaport infrastructure. In contrast, Binh Thuan recorded slower growth due to weakened demand and the clear impact of seasonality.

In this context, investors need to focus on optimizing operating costs and developing flexible seasonal business strategies, while also promoting diversification of customer segments. In the long term, prioritizing development in areas with well-established infrastructure, strong international connectivity, and well-positioned destination branding will be key to maintaining operational efficiency and stable profitability.

Hotel Market

AVERAGE TEMPERATURE/ RAINFALL IN SOME CITIES | Q1 2026



Source: The Weather Network & TMS Consultancy, Market Research Dept.

In Q1/2026, average temperatures across cities and provinces remained relatively stable, ranging from approximately 20–28°C. However, rainfall varied significantly by region, with Da Nang recording notably higher levels, while Binh Thuan remained below 20 mm, yet hotel room rates in Da Nang still showed stronger growth. This indicates that weather plays a key role in shaping seasonality and influencing hotel performance. Therefore, investors should develop flexible, seasonally adaptive strategies to optimize occupancy and room rates, particularly for resort projects that heavily depend on outdoor activities.

Overall, Vietnam's tourism industry in 2026 is expected to maintain positive growth, with a strategic shift from expanding volume to enhancing quality. The expansion of international airport capacity, along with visa exemption policies, is creating favorable conditions to attract international visitors. In this context, the market is expected to remain vibrant, thereby boosting tourism activities and increasing its attractiveness to strategic investors in high-potential destinations.

SOME HIGHLIGHT PROJECTS UPCOMING IN VIETNAM IN Q2/2026

HYATT CENTRIC HANOI CENTRE

Location: Hanoi
Investor: TID Group
Number of Rooms: 184

PARK HYATT PHU QUOC

Location: Phu Quoc (part of An Giang post-merge)
Investor: BIM Land
Number of Rooms: 110

Source: Collected by Market Research Dept., TMS Consultancy

PART 3
Legal Update

1

Decree No. 96/2026/ND-CP issued by the Government on March 31, 2026

Content

Key Changes Compared to Decree 31/2021/ND-CP

Legal Consistency: Decree 96/2026/ND-CP is designed to resolve prior legal conflicts between the Law on Investment and the Law on Land, particularly regarding the selection of investors for projects involving land use.

Digital Transformation in Governance: A highlight of the new Decree is the mandatory online submission and processing of dossiers. This reduces direct contact between enterprises and regulatory authorities to minimize potential irregularities and corruption.

ESG Standards: The new Decree begins to integrate Environmental, Social, and Governance (ESG) criteria as a basis for considering special investment incentives.

Impact

- **Unblocking legal bottlenecks for "stalled" projects (Article 32 and Clause 3, Article 33):** With clearer and more aligned procedures for investment policy approval in line with the Land Law, many real estate projects facing procedural obstacles will have a legal basis to resume, helping to increase market supply.
- **Strong attraction of FDI inflows (Article 15 and Clause 4, Article 16):** Greater transparency in the list of sectors and market access conditions enhances foreign investor confidence in allocating capital to industrial real estate, resort real estate, and high-end residential segments.
- **Promoting green and smart real estate segments (Article 19 and Clause 1, Article 20):** Investment incentives for sustainable projects will encourage developers to shift toward green real estate, aligning with ESG (Environmental, Social, and Governance) standards.
- **Market consolidation (Article 25 and Clause 2, Article 26):** Stricter regulations on financial capacity and investment deposits will filter out weak developers, fostering a healthier market and reducing the risk of "ghost projects" or speculative activities.
- **Enhancing regional competitiveness (Article 30; Clauses 3 and 4, Article 33; Article 65):** Decentralization empowers local authorities to proactively attract investors, promoting more balanced infrastructure and real estate development across different economic regions.

2

Consolidated Document No. 46/VBHN-BNNMT issued by the Ministry of Agriculture and Environment on April 2, 2026

Content

Provides detailed regulations on the transfer of land management authority from the central government to local authorities (provincial and district levels) in order to optimize the administrative system.

The key focus includes clearly defining responsibilities in appraising land-use planning and plans, as well as land recovery, allocation, and leasing. The Government and ministries will concentrate on macro-level management, institutional development, and inspection, while local authorities are granted greater decision-making autonomy accompanied by accountability requirements.

Impact

- **Significantly shortening project preparation time (Clause 1, Article 12):** Developers no longer need to wait for approval from central ministries for standard projects, helping accelerate legal procedures by 3–6 months.
- **Enhancing proactiveness for key real estate hubs (Clause 2, Article 7):** Enables real estate markets in major economic regions (such as Binh Duong and Dong Nai) to respond more flexibly to actual infrastructure demand.
- **Improving transparency in land valuation and auctions (Clause 1, Article 15):** Reduces the burden on provincial authorities, accelerates site clearance and compensation processes, and enables clean land plots to be brought to public auction more quickly.
- **Increasing administrative reform pressure at the local level (Clause 3, Article 28):** Creates a competitive environment in terms of "investor satisfaction" among provinces, where those effectively implementing Article 28 will attract more substantial capital inflows.
- **Strengthening control over land-related violations (Article 22):** Helps filter out developers with "nominal capacity," reallocating land to financially capable investors and supporting a more sustainable market development.

Market Report | Q1 2026

3

Decision No. 425/QD-BXD issued by the Ministry of Construction on March 30, 2026

Content

Establishes a standardized set of technical criteria for local authorities to appraise real estate projects prior to granting investment policy approval.

The document provides detailed guidance on assessing a project's compliance with master planning and zoning plans, as well as key indicators—particularly population targets—within provincial and municipal housing development programs.

Impact

- **Standardizing population calculation indicators (Article 4):** Addresses bottlenecks in high-rise real estate projects in central areas caused by unclear methods of calculating population pressure. This enables developers to determine the maximum allowable number of units from the project planning stage.
- **Unifying criteria for "planning compliance" (Article 7):** Clearly requires projects to align with zoning plans (1/2000) and detailed plans (1/500). This helps prevent arbitrary planning adjustments by developers, ensuring stable market development and protecting homebuyers' interests in technical infrastructure.
- **Guidelines on phased infrastructure development (Article 9):** Requires developers to complete social infrastructure (such as schools and parks) in line with the housing construction schedule. This enhances the real value of urban development and reduces the occurrence of projects lacking essential public amenities.
- **Simplifying technical appraisal documentation (Clause 2, Article 12):** Reduces unnecessary sub-licenses in dossiers submitted to the Ministry of Construction for Group A projects. This shortens investment preparation time for large real estate developers and facilitates faster capital circulation.

4

Consolidated Document No. 21/VBHN-BXD issued by the Ministry of Construction on March 3, 2026.

Content

The document stipulates in detail provisions on housing ownership rights, the development of commercial housing, official residence housing, and in particular, mechanisms for the development of social housing.

Its core contents include procedures for the selection of project investors, conditions governing capital mobilization, classification standards for apartment buildings, and regulations on the management and use of apartment buildings.

Impact

- **Promoting the social housing segment (Articles 57, 58):** Helps developers clearly determine profit margins (typically capped at 10%) and customer eligibility assessment procedures, thereby unlocking the severely limited supply of affordable housing.
- **Tightening conditions for capital mobilization (Article 19):** Prevents developers from "selling off-plan" before completing foundation works, protects buyers from financial risks, and minimizes disputes arising from project delays.
- **Enhancing transparency in apartment building management and operation (Articles 35, 36):** Contributes to increasing asset value for owners and reducing conflicts between residents and developers, thereby strengthening confidence in the high-rise apartment market.
- **Regulations on housing ownership by foreigners (Articles 75, 76):** Create opportunities to attract foreign investment into high-end projects in major cities such as Ho Chi Minh City, Hanoi, and Da Nang, while ensuring national defense and security.
- **Reforming procedures for approving project developers (Article 18):** Cleans up the market by eliminating enterprises that lack sufficient financial capacity or legal land-use rights from the project registration stage.

5

Consolidated Legal Document No. 74/VBHN-VPQH dated March 25, 2026, consolidating the Law on Bidding, promulgated by the Office of the National Assembly.

Content

The document unifies the provisions of the Law on Bidding with the aim of establishing a transparent and equitable competitive environment in the selection of contractors and investors.

Its key contents emphasize the simplification of electronic procurement procedures, the clarification of investor selection methods for land-use projects, and projects implemented under the public–private partnership (PPP) framework.

Impact

- **Enhancing transparency in access to project land funds (Articles 4, 16):** Eliminates the "ask–give" mechanism in land allocation, enabling capable real estate enterprises to access clean land funds on a fair basis, thereby reducing unofficial costs and lowering end-product prices.
- **Accelerating the development of urban technical infrastructure (Articles 20–26):** Facilitates faster implementation of transport, electricity, and water infrastructure projects connected to urban areas, thereby increasing the real value and liquidity of nearby real estate projects.
- **Promoting the industrial real estate and PPP segments (Articles 47, 48):** Encourages large corporations to invest in industrial park infrastructure and major satellite urban areas, fostering synchronized development of suburban real estate markets.
- **Filtering out "nominal-capacity" developers (Articles 18, 90):** Screens and eliminates developers that lack genuine financial and operational capacity, contributing to a healthier and more sustainable market.
- **Digitalizing investor selection procedures (Articles 12, 13):** Helps real estate developers reduce administrative costs and application time, while enabling public oversight of the investor selection process, thereby enhancing trust among homebuyers and secondary investors.

Note: The property market research contained is verified to the best of TMS Consultancy's abilities. TMS Consultancy reports reflect an overview of the current property market and are indicative research only. TMS Consultancy does not guarantee the accuracy of research and forecasts contained herein. TMS Consultancy does not accept any responsibility for losses arising from reliance on the research and forecasting. TMS Consultancy recommends that the reader obtain a detailed market study of the specific sector of interest should a deeper understanding of the market be required.

MARKET REPORT

Q1 | 2026

Our Services

- Market Research
- Valuation Advisory
- Investment Advisory
- Legal Advisory
- M&A-Fund Raising Advisory
- Industrial Leasing Advisory

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