



Consumer Lifestyles in Vietnam

June 2024

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Vietnam 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Most consumers in Vietnam take health and safety precautions when they leave home

Gen Z spend and prioritise most of their time with their parents

Consumers in Vietnam feel at ease expressing their identity in social circles

Millennials most likely to prefer curated experiences that are tailored to their tastes

Millennials are Vietnam's most optimistic generation

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Exercise is Vietnam's most popular home activity, for all but Gen Z

Millennials spend most of their leisure time visiting or updating social media

Younger consumers seeking smart home features

Baby boomers prefer city living more than others in Vietnam

Safety tops the priority list for Vietnamese travellers

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Most Vietnamese use daily supplements

Gen Z cite a lack of skill as their main deterrent to cooking at home

Vietnamese consumers usually cook their own meals

Millennials and baby boomers most likely to avoid meat or fish

Millennials most willing to pay more for more sustainable products

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennials want an employer that takes ethical and social responsibilities seriously

Vietnamese parents less interested in working from home than their childless counterparts

Millennials are most driven by higher salaries

Consumers in Vietnam have entrepreneurial ambitions

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Daily exercise part of most Vietnamese health-related routines

Vietnamese consumers turn to physical activity to alleviate stress

Vietnamese consumers view health and nutritional properties as highly influential

Millennials most likely to own a wearable

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Vietnam more likely to prefer minimalistic living

Gen X the least brand-loyal generation

Gen Z most likely to seek out niche and exclusive brands

Younger generations say that buying eco-conscious products makes them feel good
Millennials more interested in sustainably-produced goods than others
Millennials most active in their engagement and interactions with companies online
Millennials are Vietnam's most frequent online shoppers
Younger generations expect to set more money aside for savings
Millennials are Vietnam's most financially secure generation
Shopping and spending survey highlights

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lifestyles-in-vietnam/report.