



Consumer Values and Behaviour in Vietnam

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Vietnam

PERSONAL TRAITS AND VALUES

Health and safety precautions remain precedent when leaving the home
Millennials leading the pack in taking precautions for health and safety when leaving home
Brand loyalty versus willingness to try new offerings competing for consumers' attention
Millennials prioritise knowing everything about the brands they love
Consumers foresee that their current level of happiness will improve in the future
Younger generations are looking forward to a brighter future

HOME LIFE

While at home, younger generations remain committed to studying
Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers in Vietnam prefer to make food and treats by themselves
Vietnamese home cooking held back by lack of trust in own cooking ability
Millennials much more inclined to have meals prepared for them
Preference for healthy ingredients remains important when considering dietary restrictions

WORKING LIFE

Gen Z most focused on separation between their professional and personal life
Vietnamese prioritise working hard to have a lucrative wage
Consumers say they maintain a clear separation between their professional and personal life

LEISURE

Socialising with friends online is preferred over face-to-face interactions
Millennials prioritise leisure activities at home and away-from-home
Vietnamese consumers consider 'safe place to visit' as their top travel consideration
Younger generations expect all-inclusive hotels and resorts options when on vacation

HEALTH AND WELLNESS

Weekly running, jogging and cycling keeping Vietnamese consumers active
Older generations enjoy less strenuous exercise such as walking or hiking
Millennials most active in taking steps for stress reduction and mental wellbeing

SUSTAINABLE LIVING

Vietnamese are feeling uneasy about the effects of climate change
Consumers actively striving for eco-friendly and sustainable habits
Consumers in Vietnam motivated to employ eco-friendly materials for packaging
Younger generations more prone to political activism and tackling social issues

SHOPPING

Consumers way less concerned about bargains, instead buying higher priced quality products
Younger consumers drawn by benefits of loyalty programs
Vietnamese are looking for personalised and tailored shopping experiences
Millennials drawn by strong and well-known brands
Vietnamese subscribe to delivery of household essentials far above the global average

SPENDING

Vietnamese want to prioritise increased spending on health and wellness

Younger generations foresee increasing spending on education the most
Consumers in Vietnam are comfortable with their current financial situation
Millennials are comfortable with their financial situation and able to have savings
Baby boomers planning on saving less and spending more in the future

TECHNOLOGY

Consumers in Vietnam actively manage data sharing and privacy settings
Baby boomers embracing technology and the online world
Vietnamese consumers active in visiting and updating their social networks sites daily
Younger generations more frequently stream videos online
Younger generations taking the lead in using tech to enhance their shopping experience
Far above the global average, Vietnamese consumers are buying goods via social media
Millennials embracing greater interactions with brands' social media

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