

Think with Google

YEAR IN SEARCH 2020



Vietnam's Search for Tomorrow

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Vietnam has one of the fastest-growing Internet economies in Asia*.

There are 68 million Internet users in Vietnam in 2020 and it is forecast to grow to 75.7 million by 2023*. More than 90% of Vietnam's internet users connect to the Internet primarily through their mobile phones*. They communicate with their families, friends and colleagues, entertain themselves, learn new skills and become more productive. Increasingly, they also buy products, learn how to manage money and follow the latest health trends.

Internet access is now affordable for large segments of the population and consumer trust in digital services has improved significantly. Services that were previously limited to a few people are now almost universally accessible. e-commerce logistics, once a challenge, has turned into a business opportunity for both startups and established players. Digital payments are rapidly gaining popularity.

Consumers are also learning to stay informed and updated with the latest trends, thanks to the Internet. Information that was once difficult to obtain is now available at the tap of a screen. They are researching more and more online and increasingly turning to the Internet to make informed decisions on what brands and products to buy.

Covid-19 has made consumers reluctant to step out of their homes even after Vietnam eased social distancing measures. This has further accelerated the transition of users from offline to online, leading to complex digital journeys and heightened consumer expectations. As people make decisions about what to do, or what to buy, keeping up with them has become the need of the hour. It has encouraged traditional businesses to embrace digital and switch their focus to acquiring new customers online and driving engagement. This has provided customers with more choices and channels for purchase.

In the midst of all this, marketers are also faced with the challenge of clearly understanding what matters most to consumers in their moments of need, so brands can be present at the right place, at the right time, with the right information.

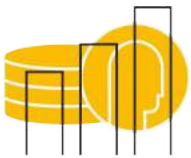
With Google's "**Vietnam's Search for Tomorrow**" report, we offer the latest insights to help marketers better shape their journeys and deliver what matters most to consumers.

Top Country Trends



Rise of Digital Rural Consumers

Rural Vietnam will drive the next phase of the Internet economy boom



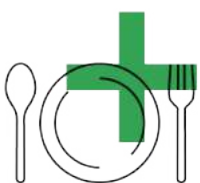
On-demand Economy

Popularity of on-demand services has seen immense growth in recent years



The Smart Shopper

There's a marked increase in online product research before purchase



Health-conscious Consumer

Adoption of a healthy lifestyle has been a rising trend for a few years, but the Covid-19 pandemic has added impetus



Rise of Digital Rural Consumers

Vietnam is seeing strong growth in its Internet economy, both in Metros* and rural areas.

Metros continue to dominate the online landscape in terms of spending. But rural Vietnam, where more than half of the country's population resides, is an untapped market and has seen high Internet penetration in recent years. The primary drivers of this growth include the government's universal smartphone programme to reach 100% of the population with subsidised devices and one of the cheapest data packages in the region.

In the coming years, Non-Metros are poised to grow twice as fast as Metros. This increase of users coming online, getting familiar with the Internet and incorporating it into their daily routines will mean that - for the first time - they can have access to products and services readily available online.

Beyond Metros are poised to grow twice as fast as Metros

GMV growth 2019-2025

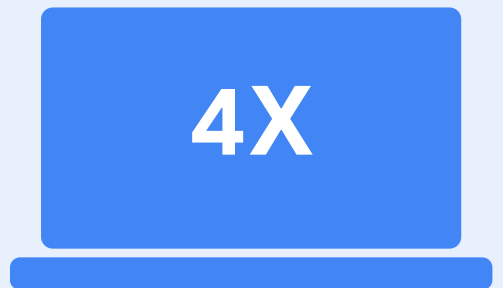
Growth driver
Benefits for users
Benefits for Society

Metro



User engagement
 Convenience & value
 Productivity

Beyond Metros



User acquisition
 Access to products & services
 Inclusion

\$364

spent on the Internet economy in Metros in 2019 (per capita) vs. \$79 in Non-Metros

What drives Internet economy adoption?

Metros

Convenience, value

Non-Metros

Access to products and services

* Cities that are defined as Metros in Vietnam: Hanoi and Ho Chi Minh City
 Sources: Hanoi Times, March 2020; The Price of Mobile Internet 2019 Asia, HowMuch.net; e-Conomy SEA 2019



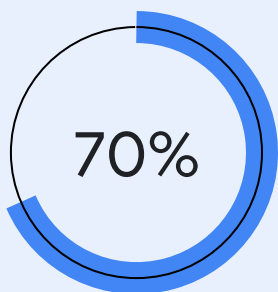
There has been significant growth in Internet penetration in rural Vietnam

77%

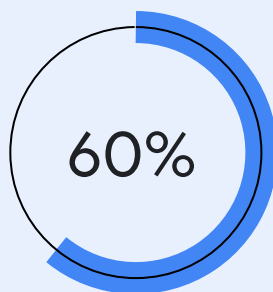
of people in rural Vietnam have **Internet access**, of which 91% access the Internet daily

The Internet has become a bridge in providing the resources rural consumers require to meet their needs and wants

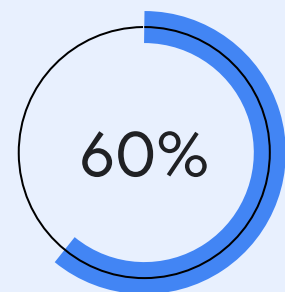
% of searches outside urban* Vietnam:



jobs and education



beauty and personal care



health

Search is the most commonly used tool by rural consumers when seeking information about product categories



45% of rural consumers use Search to learn more about products

🔍 traditional media 🎧 24%

🔍 social media 🎧 27%

They also depend on Search to make purchase decisions

Rural users use Search to:



Compare
products and brands



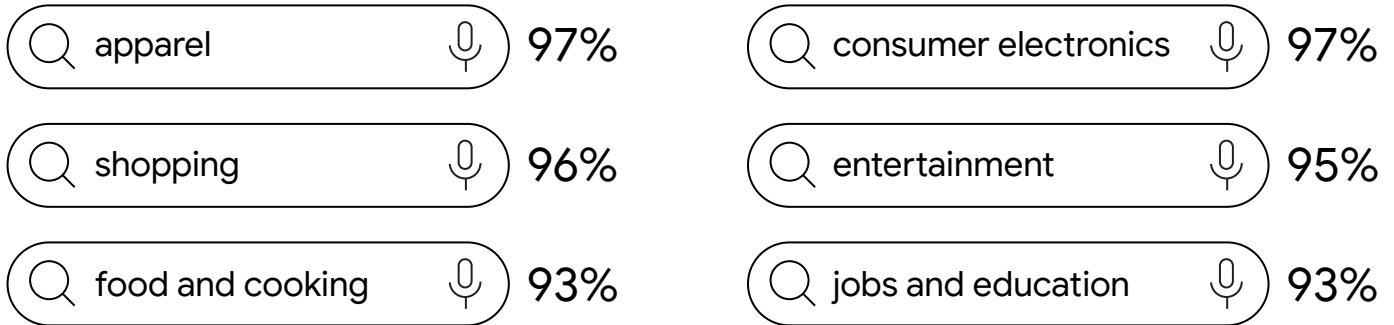
Discover
unknown products



Validate
purchase decisions

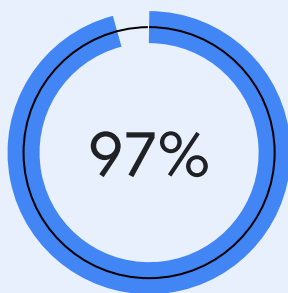
Search is the top information source for online rural consumers across popular categories

% of consumers using Search:

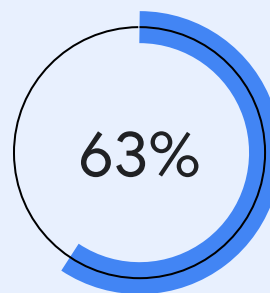


Rural users also love YouTube

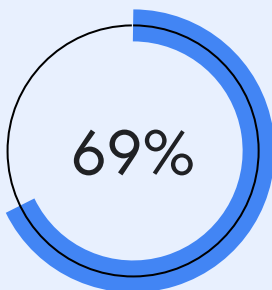
Relevant, easily accessible content is the key driver for its preference over TV. It is also seen as a tool for rural Vietnamese to groom themselves for success



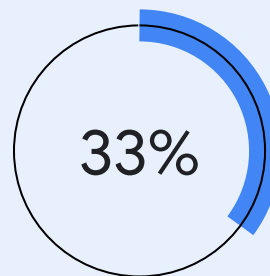
of rural Vietnamese use YouTube every week, and 62% use it daily



of rural Vietnamese say YouTube teaches new skills and knowledge



of them find online content more interesting or engaging in comparison to TV



say they prefer YouTube over TV because they have immediate access to the most updated content online

Implications for businesses

With increased smartphone usage and high Internet penetration, rural Vietnam is a prime market for growth. Rural users are increasingly turning to the Internet for communication, education, self-development and entertainment.

Marketers need to align their message with these categories to appeal to this target audience. They need to leverage the aspirations of rural Vietnamese and tailor their message to showcase how their products and services can help them achieve their goals. They could curate content by interests, skills or knowledge.

Content must feel useful, relevant and create an emotional connection. Brands should also consider tailoring separate communications for rural and urban audiences to increase resonance and purchase conversion.





On-demand Economy

On-demand Grocery

Since the start of Covid-19 and Vietnam's swift response, consumers are choosing to stay at home and order in. Across Vietnam, searches for on-demand services have seen immense growth. Vietnamese are increasingly using the Internet to shop, manage finances and health, seek entertainment and learn. This has encouraged traditional industries to embrace digital to cater to their needs.

100%

YoY growth for
"[retailer] + online"

Rising search terms for online retailers:



"buy online Vinmart"



"mua hàng online Vinmart"



"order Coopmart online"



"đặt hàng Coopmart online"



"buy online emart"



"mua hàng online emart"



"buy Big C online"



"mua hàng Big C online"



"aeon shop online"

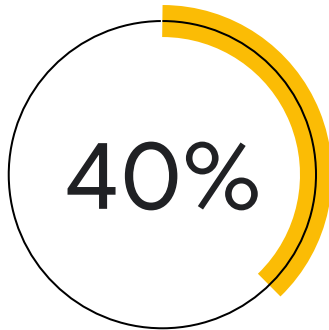


"Aeon shop online"

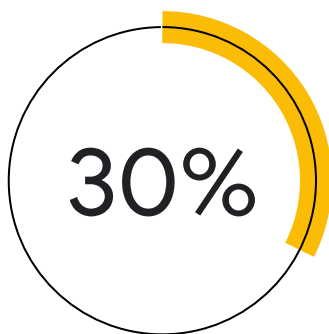


On-demand Shopping

Vietnamese are now looking for speed and convenience when they shop. Searches for delivery services and same-day delivery are rising rapidly



YoY growth for
“delivery service”



YoY growth for
“same-day delivery”



On-demand Access To Education

Education is going online. Gen-Z* is increasingly turning to the Internet to maximise learning, share resources, find answers and get additional tutoring

150%

YoY growth in “online learning” (“học trực tuyến”) searches

1 in 3

Gen Z learnt or studied online using their smartphone in the last month

Rising search terms for online learning:

“online learning for class 2 to 12”

“học online lớp [2.12]”

“online learning material portals”

“cộng học liên trực tuyến”

“learn math online”

“học toán online”

“learn languages online”

“học tiếng [Anh/Trung/Nhật/Hàn] online”

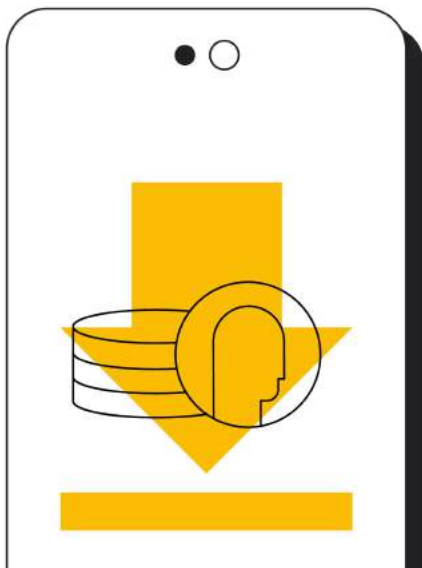
“online test”

“trắc nghiệm online”



On-demand Money Management

Given the economic uncertainties caused by Covid-19, financial worries have increased. People are turning to the Internet for financial management options



33%

increase in the download of finance apps as consumers shift from in-branch to **online transactions**.

Users also want to learn how to manage their money better

YoY growth in searches:

“stock investing” 20%

“life insurance” 30%

“debit card” 40%

“credit card” 40%

“digital wallet” 40%

“health insurance” 40%

On-demand Access To Funds

With people preferring to staying indoors, online cash-related searches have seen immense growth among consumers

20%

YoY growth in **“online cash”**
 (“vay tiền online”) searches

300%

increase in **“online lending app”**
 (“app vay tiền”) searches

Rising search terms for online cash:

“online cash within a day”

“vay tiền online nhanh trong ngày”

“trustworthy online cash”

“vay tiền online uy tín”

“quick cash online”

“vay tiền online cấp tốc”

“online cash monthly installment loan”

“vay tiền online trả góp hàng tháng”

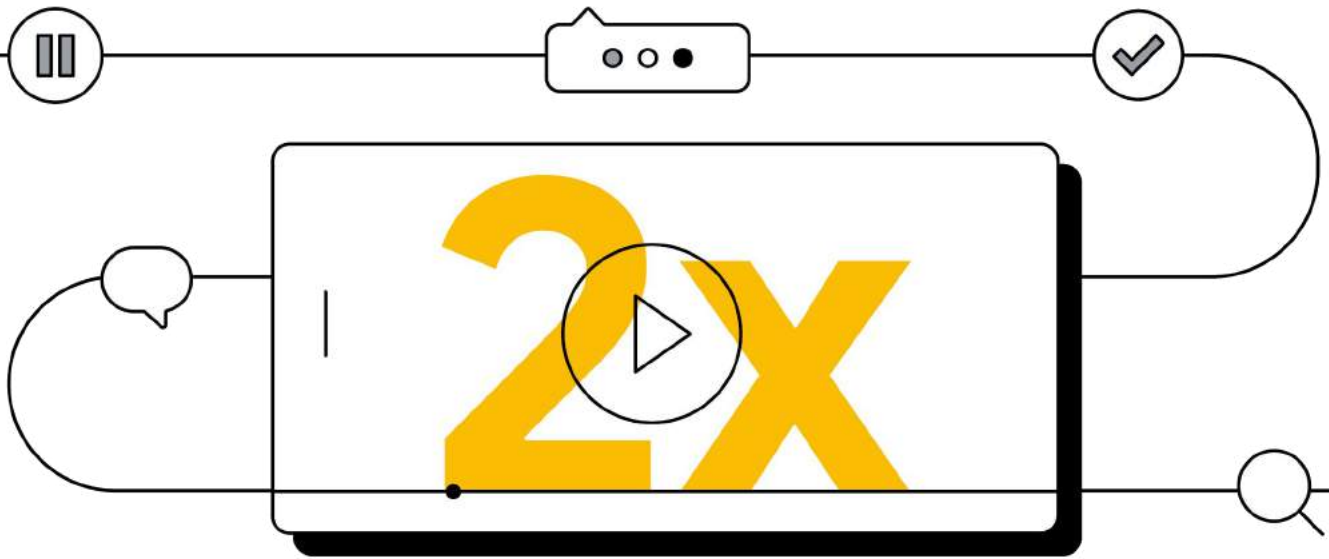
“online cash 24/24”

“vay tiền online 24/24”



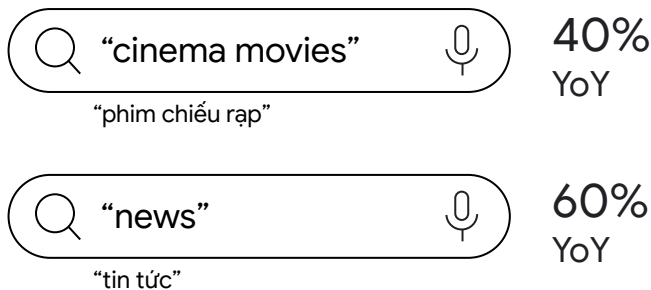
On-demand Entertainment

Vietnamese continue to log on to video-sharing and streaming platforms to get their regular fix of information, news and entertainment

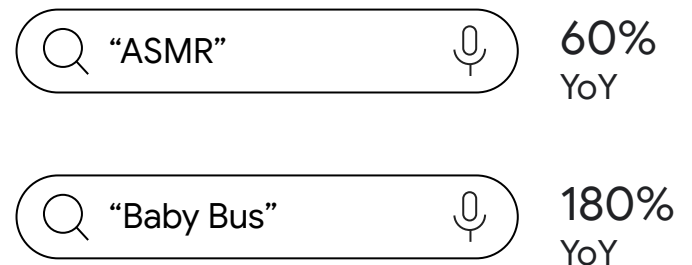


2x growth for video-on-demand platforms like YouTube and Netflix in H1 2020

Growth in YouTube searches for traditional content:



Growth in searches for unique online content:



On-demand Health Management

Vietnamese are also growing more health conscious. Many are searching for apps and wearables that enhance well-being

50% YoY

surge in “health wearables” searches

60% YoY

growth in “home workout” searches

38% YoY

increase in “healthcare mobile apps” downloads



Implications for businesses

Due to Covid-19, there has been a rapid influx of consumers coming online for on-demand services. They are looking for convenience and fulfilment of their needs on a real-time basis. To remain relevant and drive results such as brand awareness, new leads or sales, traditional businesses will need to respond to consumer shifts and embrace digital.

Today, being online is a requirement and no longer a value-added service. Businesses that have understood this and embraced digital transformation have thrived. Brands need to use data and technology to enhance their product and channel capabilities to reach their audience. They can also encourage more usage with a simple and intuitive e-commerce site, customer education about their services and prompt order fulfillment.



Example: How a mattress retailer revamped its product strategy

The mattress is a product category that relies heavily on in-store traffic to allow customers to experience the product before purchase. Vua Nệm, one of Vietnam's leading mattress brands, faced low demand for mattresses and significant revenue decline during post-Tet and the nationwide stay-home order.

The brand, however, realised that there was a rising search and concern for personal and family health. Vua Nệm strategized to capture attention with its value-added services of mattress, sofa and drapes cleaning to generate leads. The campaign launched in mid-February, at the height of demand for personal hygiene and health-related products. The extra service alone brought in a revenue uplift of 15%.

Vua Nệm generated 15% increase in revenue from its value-added cleaning services alone during the national Covid-19 social distancing measures

35k

Quality leads for newly launched service

21%

Converted to sales

15%

revenue uplift from the extra service alone



Example: Beauty brand drove sales with Search with e-commerce

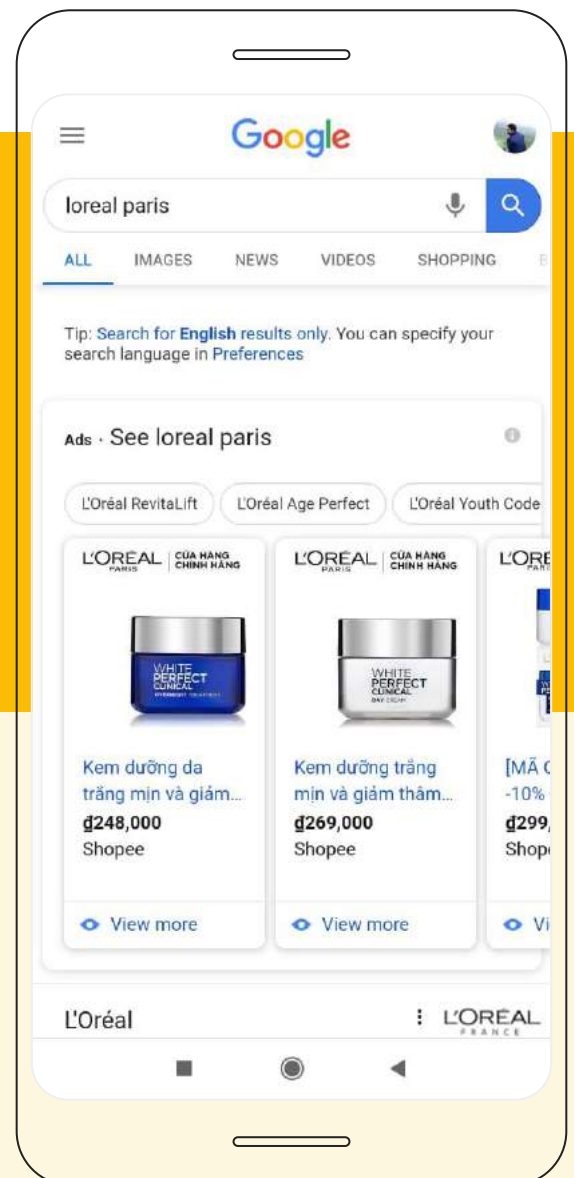
When Covid-19 forced people to stay at home, millions of consumers moved from offline to online experiences. CPG brands in Vietnam faced an urgent need to expand their retail and digital partnerships. They had to react swiftly and create a compelling online presence.

In a programme piloted in Vietnam with Shopee, Google used signals and data to help L'Oréal drive consumers who are using Search with the intent to buy to their e-commerce store. It also measured lower-funnel performances and was successful in shifting some offline trade activities to digital.

L'Oréal developed a digital partnership to drive traffic to its e-commerce site

+25% Orders on Shopee

+8% Traffic to Shopee

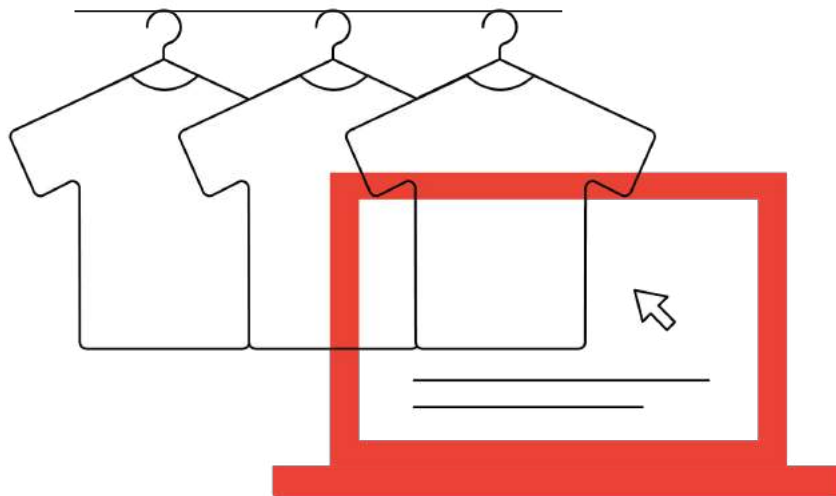




The Smart Shopper

Vietnamese consumers are growing smarter and more demanding as they interact with brands.

Growth in touchpoints, channels and choices has meant that consumers are browsing and purchasing products, both in the online and offline world, whatever they need or want. Consumers are also using online tools available for research and inspiration before they buy. Not only do they want products of the highest quality, but they also want an extremely convenient purchase experience.



Shopping has evolved significantly across Vietnam since growth in Internet access and the advent of Covid-19

83%

of Vietnamese spend time researching products online before making a purchase decision

69%

of them turn to Google before buying something new

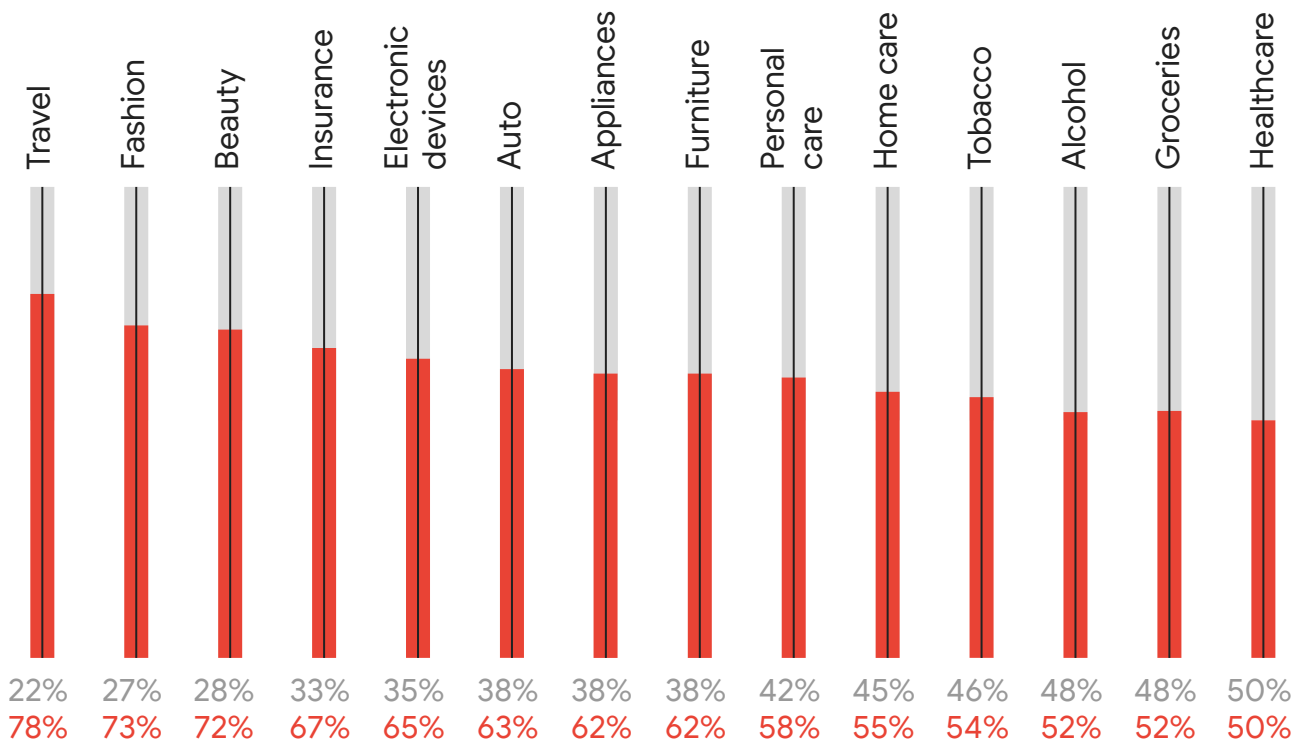
The consumer journey can be omni-channel for many Vietnamese buyers. They mostly make their decision to purchase online and buy the product offline

% of consumers in research and purchase cross-channels:

Purchase		Research	
75%	25%	38%	62%
Offline	Online	Offline	Online

Online product research dominates offline product research across key product categories

- 62% consumers do online research on average
- 38% do offline research



Convenience is the main driver for choosing to buy online and offline, but it has different definitions depending on the channel used



Top reasons to shop offline:

Need product(s) immediately

Wanted to see/touch /try the product

Better price/deal /promotion in-store

Don't trust product(s) online

Top reasons to shop online:

Product delivery free

Detailed product info

Easier process than going in-store

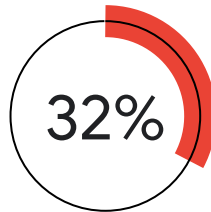
Price/deal/promotion

For many Vietnamese, the search for a product primarily starts online

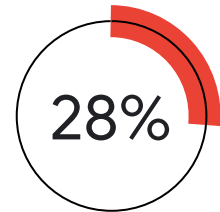
Touchpoints that prompt consumers to shop:



Online



In-store



Traditional media

Shoppers do not depend on a single platform to research and shop online. They prefer to use multiple Google platforms

87%

of Vietnamese have used Search and YouTube in the past week to browse and buy products online

Vietnamese shoppers often go to Google Search first for discovery

Shoppers go to Google Search more than anywhere else to:



Look for an item seen somewhere



Discover or find a new item or product



Discover or find a new brand



Get helpful suggestions

Trending ideas and inspiration searches in 2020

Apparel shopping:

🔍 “2020 fashion trends” 🎤 1300%
YoY
“xu hướng thời trang 2020”

🔍 “how to mix clothes” 🎤 80%
YoY
“cách phối đồ”

Beauty tips:

🔍 “2020 perm hairstyles” 🎤 1250%
YoY
“kiểu tóc uốn đẹp 2020”

🔍 “skincare routines” 🎤 170%
YoY
“các bước skincare”

Health and wellness needs:

🔍 “stress relief” 🎤 +110%
YoY
“cách giải tỏa stress”











🔍 “healthy living tips” 🎤 +140%
YoY
“bí quyết sống khỏe”





Personalised search queries for products that cater to unique needs or address specific concerns are on the rise



 “baby formula for developing weight” “sữa tăng cân cho bé”		140% YoY
 “baby food for 5 months baby” “bột ăn dặm cho bé 5 tháng”		60% YoY
 “baby shower gel for rash” “sữa tắm trị rôm sảy cho bé”		200% YoY
 “face wash for + [skin condition]” “sữa rửa mặt cho + [loại da]”		50% YoY
 “[hairstyles] + for round faces” “kiểu tóc + cho mặt tròn”		110% YoY

YouTube is the platform for consumers to research and shop on. Vietnamese users turn to it to learn more about a product and find inspiration on what brands to buy



60%

YoY increase in searches for “shopping”-related videos on YouTube

56%

YoY growth in searches for “which product to buy” (“mua gì”) videos



Popular product review categories:

lipstick

game

mobile phone

skincare

food

Implications for businesses

Today's shoppers are smart. They are increasingly going online to catch up on the latest trends, and research and purchase products. They are also engaging with brands that address their real-time needs.

For marketers, making sense of how to engage their target customer has never been trickier. Meeting them every step of the way is the only way brands can differentiate themselves. Every day, millions of people turn to Google to find, discover and research the right brand and product for their needs. According to Ipsos/Google SEA Search User Insights from May 2018, 54% of Vietnamese consumers search online before purchasing at a brick-and-mortar store.

Brands in digitally less mature categories (where consumers do less research and buy online) should use digital channels to promote their offline store. For categories with a higher level of digital maturity (higher online research and online buy), an engaging and holistic marketing strategy is needed as consumers can convert at any time and at any touchpoint.

For brands, it is important to be discoverable and useful, and reach the consumer. Marketers will also have to find innovative and effective ways of keeping audiences engaged and retain customers.



Example: New product launch. **Be discoverable**

Product launches are critical to the success of smartphone businesses. Oppo Vietnam understood the intense research habit of Vietnamese smartphone consumers whenever a new phone was launched. Customers turned to Google Search for the latest information on a new phone, compared prices and searched YouTube for authentic unboxing and reviews from trusted YouTubers.

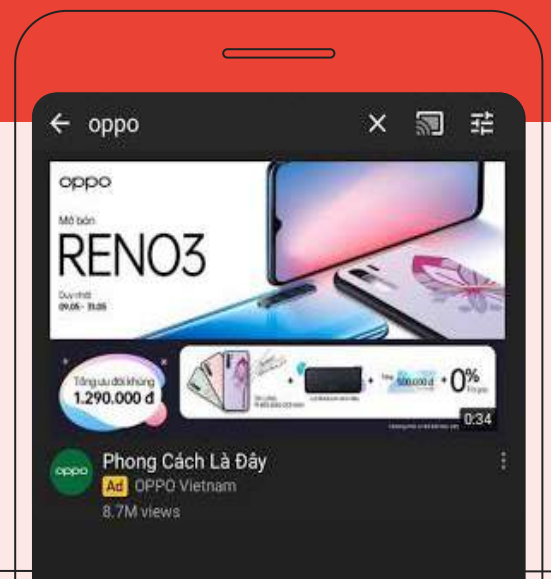
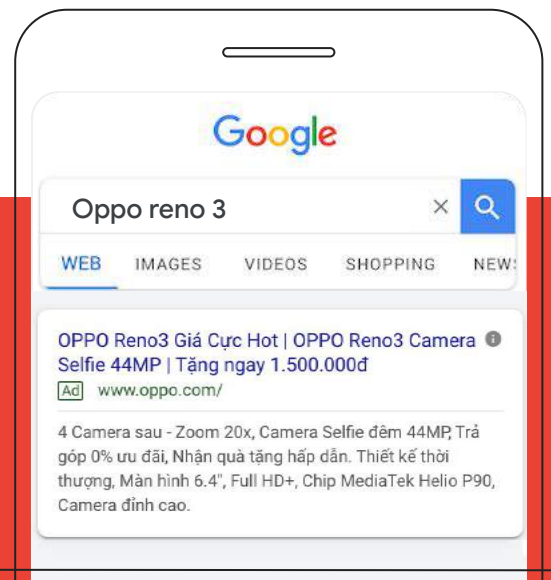
Oppo strategized to launch its flagship device, Reno 3, by appearing when people searched for Oppo branded keywords or competitors' keywords on both Google and YouTube Search.



The consolidated approach to Search unlocked notable results:

50% Share on brand keywords

74% Share on competitors' keywords





Health-conscious Consumer

Many Vietnamese think of health as a way of life.

They are constantly looking to inform themselves about products and services that can enhance their wellness while attempting to take control of their well-being. This is driving them to search for products that are deemed safer for public consumption and the best fitness practices.

Many of their searches revolve around issues that directly affect them like air quality and pollution levels



Growth in searches:

80%

“air pollution”

340%

“air purifiers”

Trending searches on air purifiers:



“measuring air pollution”



400% YoY

“đo ô nhiễm không khí”



“air pollution measurement app”



110% YoY

“app đo ô nhiễm không khí”



“air purifier is any good”



160% YoY

“máy lọc không khí nào tốt”



“effect of the air purifier”



90% YoY

“tác dụng của máy lọc không khí”



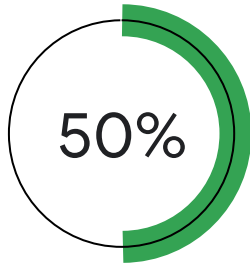
“price of air purifier”



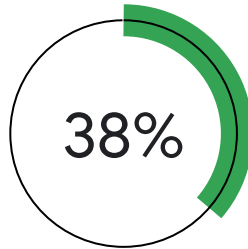
90% YoY

“giá máy lọc không khí”

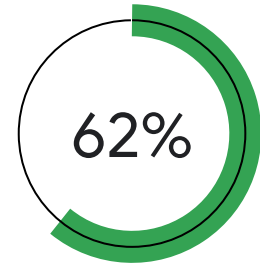
Vietnamese are increasingly becoming aware of the importance of staying fit



YoY increase in
“health wearables”
(“đồng hồ thông minh”)
searches



surge in fitness apps
downloads



increase in time
spent per visitor on
sites/apps in the
fitness/diet category

A boom in health trackers shows the diversity of health signals consumers want to check through the day

Top searched tracking devices:

- “fertility & ovulation tracker”
- “personal health monitors”
(weight, calories)
- “blood pressure monitor”
- “stress test”
- “heart rate monitor”
- “step counter”

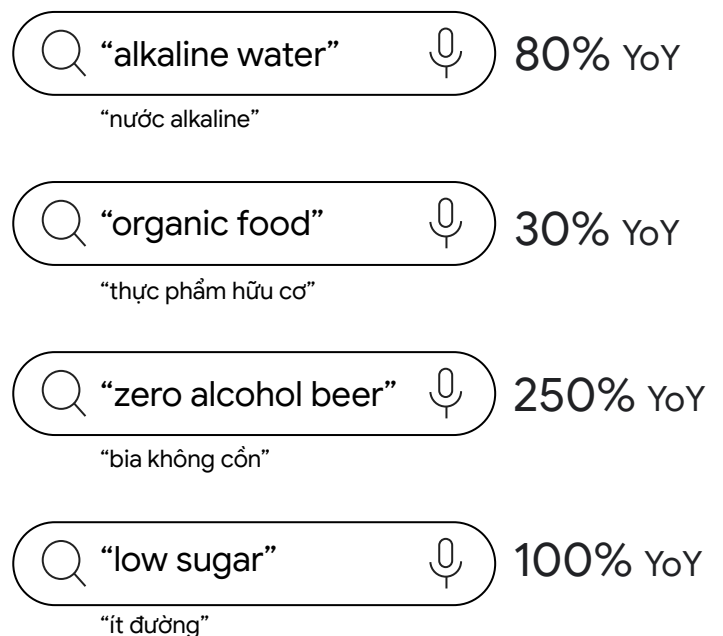
Vietnamese are searching for information about healthier products in their quest for wellness, often ignoring the higher price tags



62%

consumers said they consumed RTD drinks that also had health benefits

Growth in searches:



Health-conscious consumers are turning to YouTube to find ways to be sustainable

90%

jump in watchtime for “gardening”-related videos in July 2019 in comparison to July 2018

Apart from growing their own food, consumers are garnering information on healthier diets and meal plans

80%

growth in “healthy diet” searches



Growth in searches for trendy diets:

“eat keto” 900%
“ăn keto”

“keto meal plan” 650%
“thực đơn keto”

“eat clean meal plan” 80%
“thực đơn eat clean”

Growth in searches for mindful eating:

“detox” 30%
“detox”

“intermittent fasting” 40%
“nhịn ăn gián đoạn”

“how much calories in” 150%
“bao nhiêu calo”

Implications for businesses

Prior to Covid-19, Vietnamese were becoming increasingly interested in clean eating and best practices to stay fit. But the pandemic has added an impetus. A healthy lifestyle has become even more important to Vietnamese. They are looking to improve their consumption habits and this has resulted in a sharp increase in demand for products and services that boost well-being. People also continue to show increased attention to health issues.

In light of increasing consumer health-consciousness, marketers will have to devise effective strategies to build brand loyalty early in consumers' search for health. This can be done by creating awareness about their products, educating consumers about their health benefits and offering convenient, value-added services. They could also use contextual search and YouTube to reach consumers when their focus is on health and capture this intent with the right offering.



Vertical Trends



Beauty and Personal Care



Food and Beverages



Finance



Online Shopping



Beauty and Personal Care

The personal care industry is enjoying strong growth in Vietnam. Rapid economic progress, high Internet penetration and rise in living standards are shaping changes in the consumers' lifestyles and needs. They now spend not only on basic products but also have aspirational demands. Easy access to the Internet, especially via mobile phones, has enabled Vietnamese consumers to stay abreast with the latest beauty trends, research product information easily and shop conveniently.





No two beauty needs are the same. Vietnamese consumers are increasingly looking to Google and YouTube Search for answers to their unique queries

50%_{YoY}

Q “face wash for + [skin condition]”

“sữa rửa mặt cho + [loại da]”

110%_{YoY}

Q “[hairstyles] + for round faces”

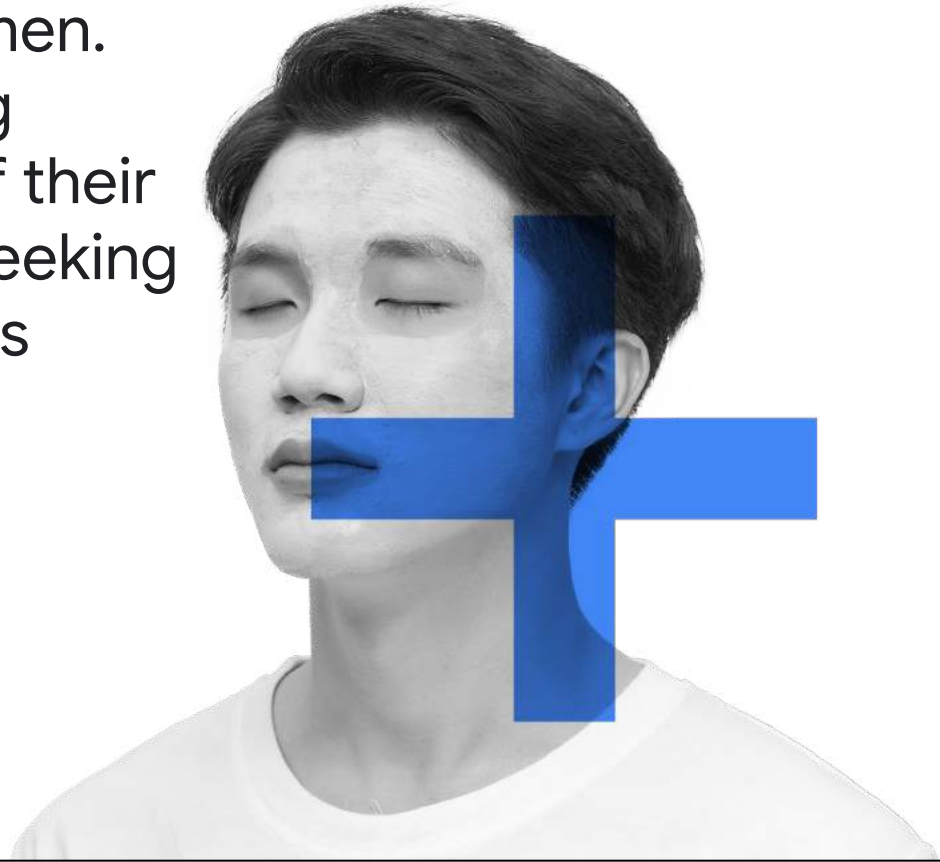
“[kiểu tóc] + cho mặt tròn”



Personal care is no longer a category that caters only to women. Men are becoming more conscious of their appearance and seeking grooming products

50%

YoY growth in beauty queries for men



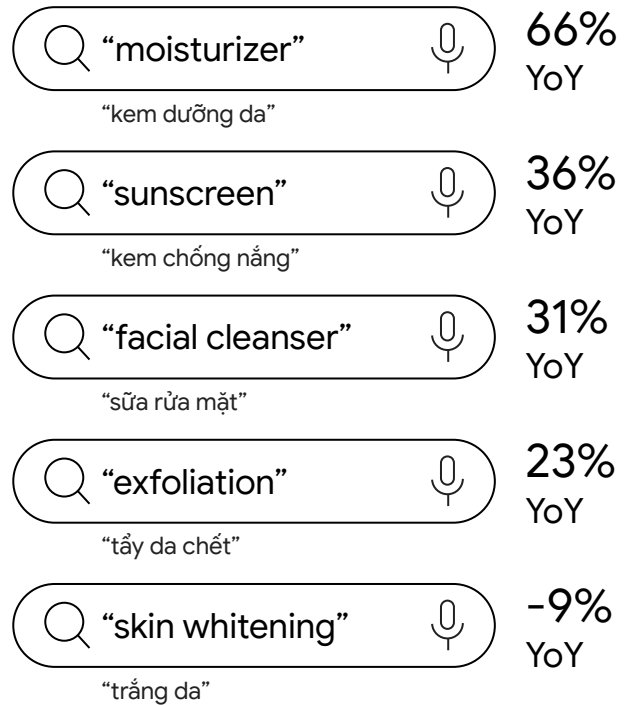
Growth in search terms in the beauty category for men:

- “face wash”
“sữa rửa mặt”
- “hairstyles”
“kiểu tóc”
- “anti-acne”
“trị mụn”
- “perfume”
“nước hoa”

Vietnamese consumers do not hesitate to purchase products that add benefits to their skincare routine.

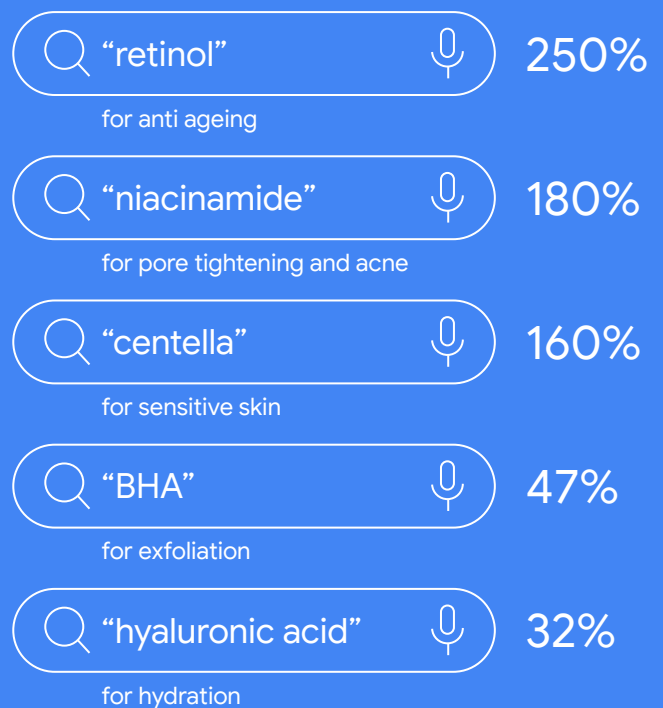
Moisturizer, facial cleanser, sunscreen and exfoliants overtook skin whitening as the top searched and fastest-growing topics in skincare over last three years

Growth in searches:



Beauty buyers also read the ingredient list online to find products that address specific needs

Growth in searches:





Every year,
searches for hair
colouring and
styling peak
three weeks
before Tet

Hair-care searches in
the country are driven
by seasons and changes
in consumer concerns

Q “anti-dandruff”

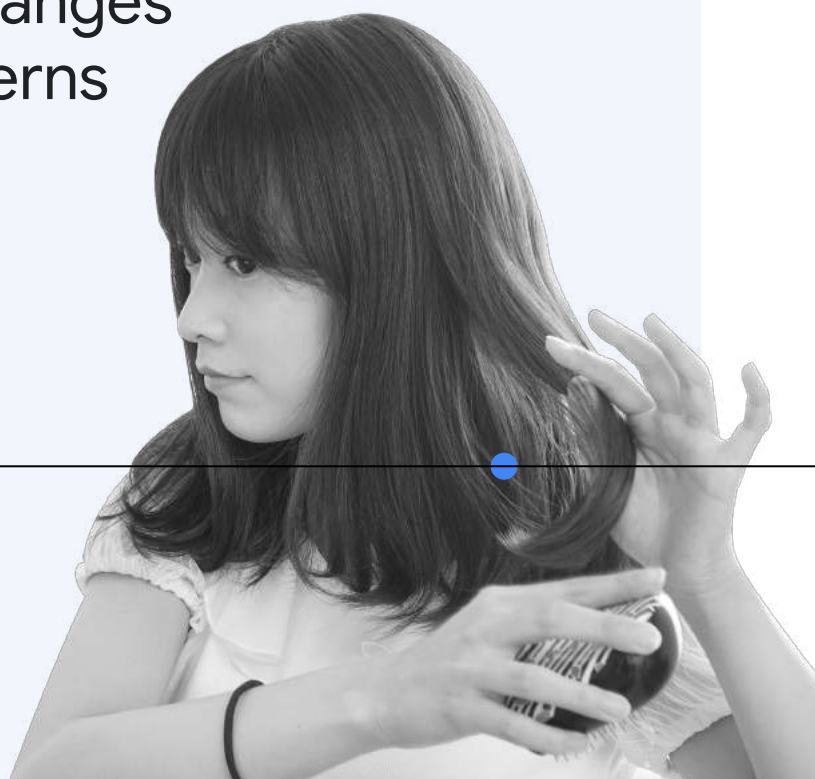


November – February
(cool season)

Q “hair fall”



July – October
(wet season)





Food and Beverages

Vietnam's cuisine is one of the most fascinating parts of the country's culture. It is complex, dynamic and often surprising – but never boring. It remains an integral way for people to escape from their daily routine and enjoy life. From mukbang and ASMR videos to rural cooking, users are increasingly turning to YouTube for the entertainment side of eating. However, despite this love for food and latest trends, an increasing number of Vietnamese are also growing more conscious of what they eat. Many are searching for healthier diets and drinks that can enhance their well-being.



Mukbang loosely translates as “eating broadcast”.

In the video, the host eats copious amounts of food in front of a camera while interacting with their audience. The trend originated in Korea and is extremely popular in Vietnam. Channels that show “giant meals”, related to the mukbang trend, also show a lot of traction

80%

YoY growth in searches for “**mukbang**” videos

623%

growth in searches for “**super huge**” (siêu to khổng lồ)-related videos

Popular mukbang channels:

Quynh Tran JP

Ba Tan Vlog

Ninh Titô

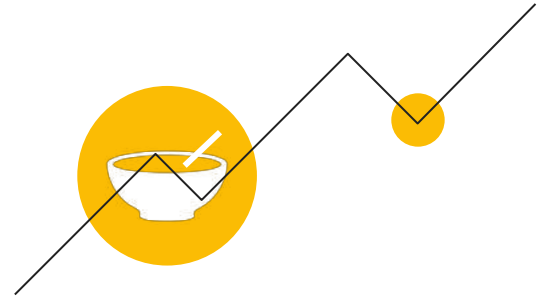
Yewon TV

Thanh An TV

Hôm Nay Ăn Gì



ASMR, short for autonomous sensory meridian response, refers to the pleasant and tingly feeling viewers get from watching certain sensorily “stimulating” videos. These videos often pair gorgeous visuals with natural ASMR-quality sounds to distill the act of cooking to its most beautiful and soothing form



97%

increase in searches for “ASMR”-related food and drink videos

Popular ASMR cooking channels

Nino’s home

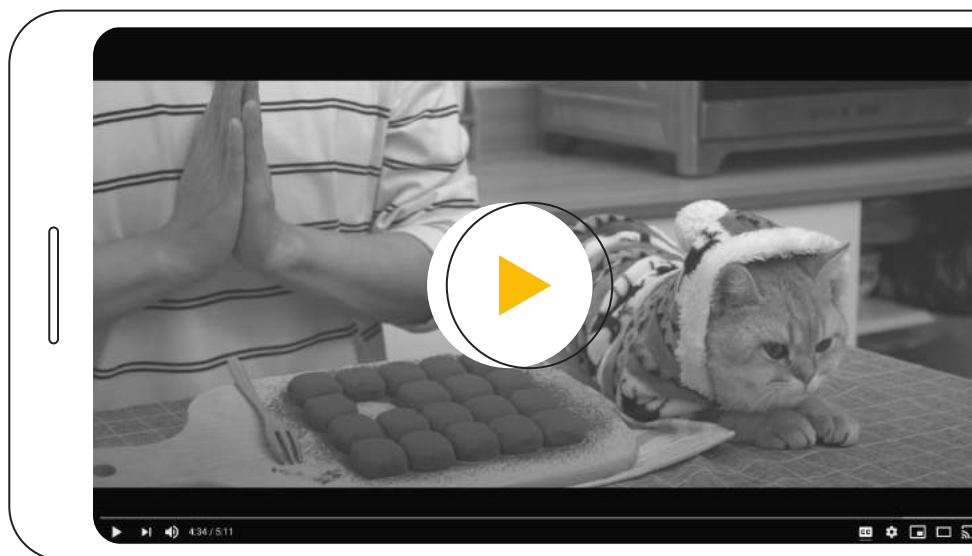
Culinary Frank's

Food Channel

ASMR Phan

Linh-ASMR

Zach Choi ASMR



There's no better way to experience the country's culture than through its hands-on farming practices and traditional foods.

Creators from rural Vietnam are increasingly going online to help people better understand where their food is coming from and how farms work

184%

YoY growth in watchtime for "rural food" channels



Popular rural food channels

Ẩm thực mẹ làm

Săn bắt hái lượm

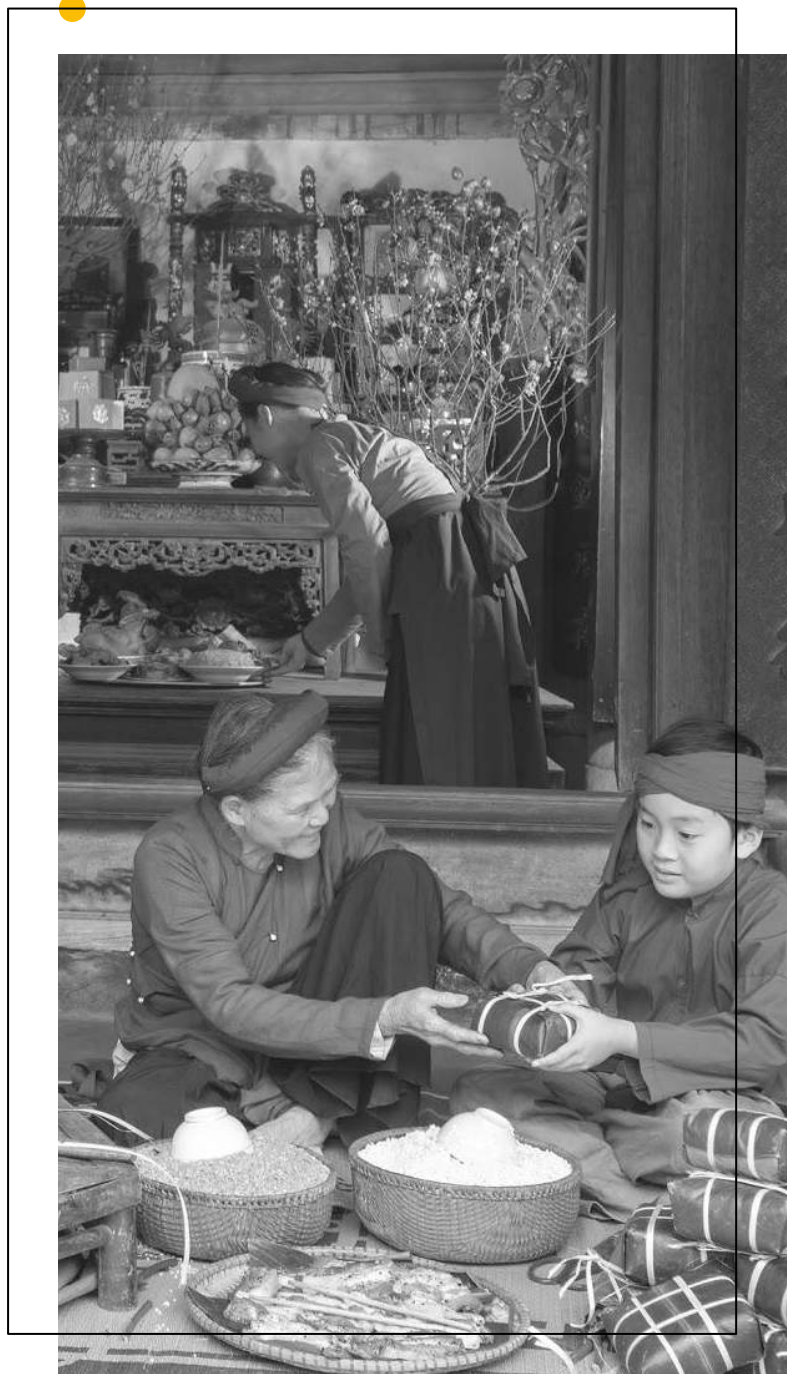
Tony TV

Cô Ba Miền Tây

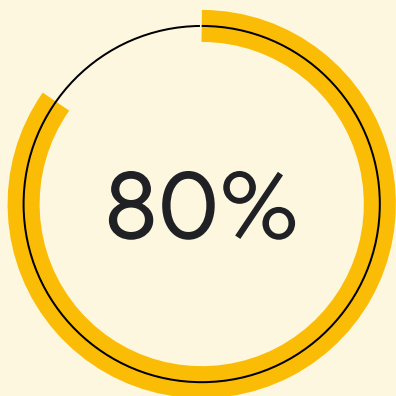
Người Miền Tây

Nhịp Sống Tây Bắc

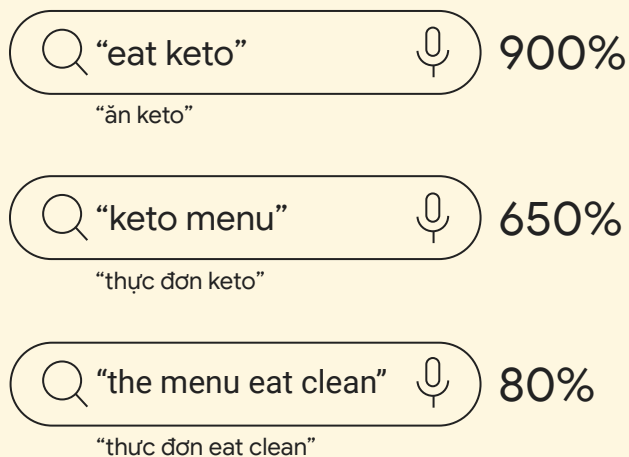
Ẩm Thực Trang Làm



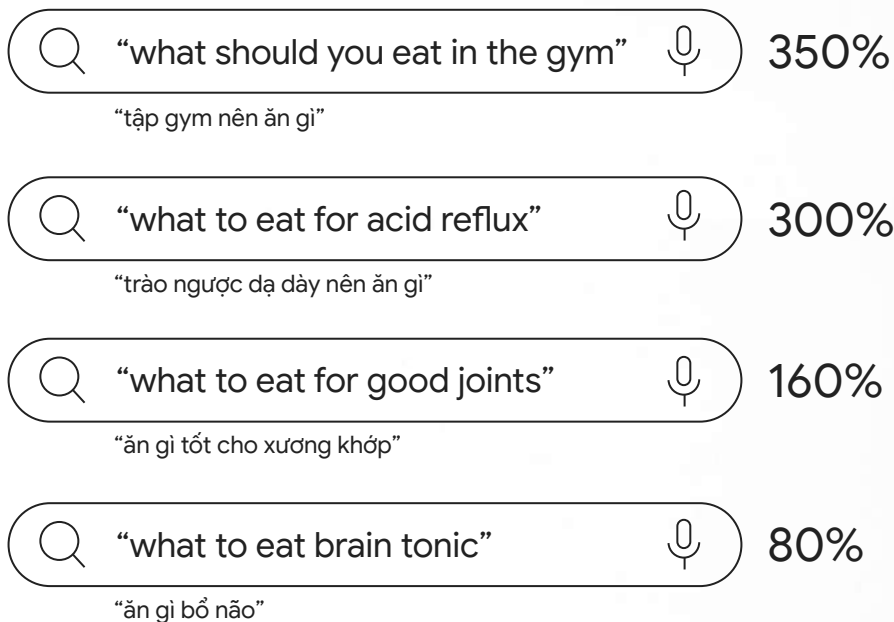
Vietnamese consumers are increasingly becoming aware of the importance of a healthy diet



growth in **“healthy diets”** searches



Rising search terms in health benefits of food:



Apart from healthy diets, they are curious about superfoods that offer powerful health benefits and are searching for ways to incorporate them into their daily meals

40%

YoY growth in “**benefits of**” (“có tác dụng gì”) searches

71%

of Vietnamese agree that **healthy beverages** are also fun to drink

Convenience is a driver in the kitchen.
People are increasingly looking up
easy-to-cook food videos



2x growth in “**how to**” searches in the food and groceries category on Google Search and YouTube Search

Popular recipes to make at home in 2020:

cake

ice cream

yogurt

bread

kimchi



Trending dishes in 2020:

“Dalgona coffee”

“cà phê bọt biển”



“boneless pig leg”

“giò heo rút xương”



“soy sauce eggs”

“trứng ngâm tương”



“meat dumplings”

“bánh bao nhân thịt”



“garlic bread”

“bánh mì bơ tỏi”



“chicken feet with Thai sauce”

“chân gà sốt thái”





Finance

Prior to Covid-19, Vietnamese consumers were growing interested in engaging with online payments and were also using the Internet to discover safe and secure investment options. As the current situation evolves and financial worries increase, this trend is gathering steam. More and more people are turning to the Internet for information about financial services and to learn how to manage their money better.



33%

surge in downloads of finance apps as people move from in-branch to online transactions

100%+

increase in watchtime for “finance”-related content in the past year



Vietnamese users are growing curious about online cash options

🔍 “online lending app” 🎤 300%
“app vay tiền”

🔍 “online cash” 🎤 22%
“vay tiền online”

They are also going online in search for information on financial products

75%

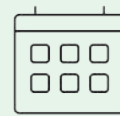
of Vietnamese consumers say they do pre-purchase research for finance products

94%

researched online at some point during their path to purchase

Having little or no prior product knowledge, a majority of buyers research online for weeks prior to sign-up

Google Search is the #1 online source for finance products-related research



22

average number of days of a research cycle

After searching for a finance product, Vietnamese consumers will...

further research online to compare different brands

45%

visit the brand's business location in person

34%

sign up offline

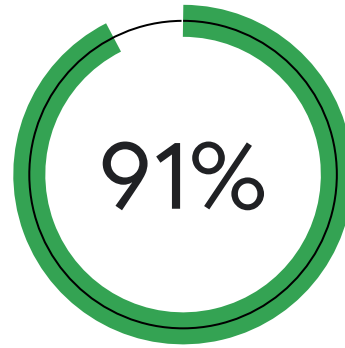
25%

sign up online

23%



Even at the point of sale (POS), consumers continue with their research



of financial customers said they researched while in-store



Top reasons for online research in-store:



wanted to check availability



had questions after learning something new while in-branch



the info I found previously wasn't sufficient



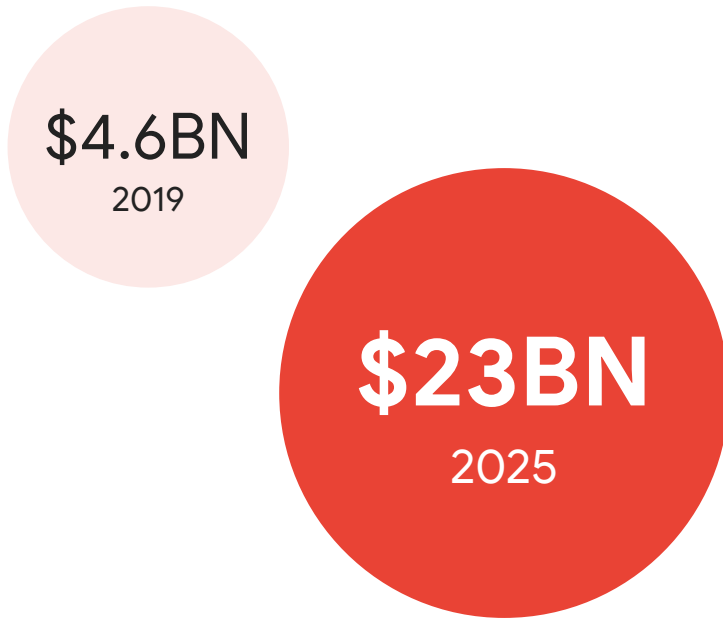
it didn't fit my expectations so I was looking for alternative



Online Shopping






Vietnam's e-commerce market is booming. It is the fastest-growing segment in the country's digital economy and is expected to expand even more in the coming years. There is a rising preference for online shopping among its increasingly tech-savvy population. This growth has been propelled by increased Internet penetration, rising consumer confidence in online shopping and the growing number of smartphone users in Vietnam. It has encouraged traditional businesses to go online. They are increasingly catering to consumer needs by offering convenience and efficiency in their online services. Double-digit promotion days and online shopping festivals also continue to remain popular and attract customers online.





\$4.6BN was the size of the e-commerce market in Vietnam in 2019. It is expected to reach \$23BN in 2025

Top growth drivers for e-commerce:

-  online shopping festivals
-  in-app entertainment
-  seller development
-  next-day delivery
-  monetization



Online shopping festivals are popular with value shoppers as they offer exciting promotions.

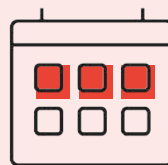
These festivals have a loyal audience. Black Friday, which traditionally takes place the day after Thanksgiving in the US, has made its way to Vietnam thanks to e-commerce platforms eager to usher in year-end shopping sprees.

There's also substantial interest in double-digit promotion days across Vietnam

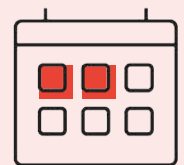
Growth in searches:



These festivals generate a lot of buzz. The search around deals starts weeks before the actual day



Black Friday
3 weeks



11.11
2 weeks

Covid-19's sustained impact has caused a fundamental change in consumer behavior, further fueling the growth of e-commerce. Shopping has moved beyond retail stores as consumers seek more convenient options



100% increase in “retail brands + online” trends

Rising search terms:

“buy online Vinmart”

“mua hàng online Vinmart”

“buy Big C online”

“mua hàng Big C online”

“order Coopmart online”

“đặt hàng Coopmart online”

“buy online coopmart”

“mua online coopmart”

“buy online emart”

“mua hàng online emart”

“emart online shopping”

“emart online shopping”

“aeon shop online”

“Aeon shop online”

The primary drivers that move Vietnamese consumers to purchase online vary across popular product categories, but essentially anchor on convenience and ease

Top reasons to shop online:



price/deal
/promotions



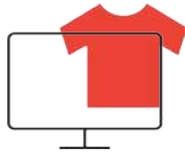
easier than going
into store



low-cost
shipping



detailed product
information



more products
available online



E-commerce is projected to account for 10% of Vietnam's total retail sales of goods and services within the next five years*. As shoppers rush online to purchase products, so are new sellers

Rising search terms for sellers:



“how to sell online effectively”



“bán hàng online hiệu quả”



“learn to sell online”



“học bán hàng online”



“what to sell online”



“bán hàng online nên bán gì”



“online selling softwares/apps”

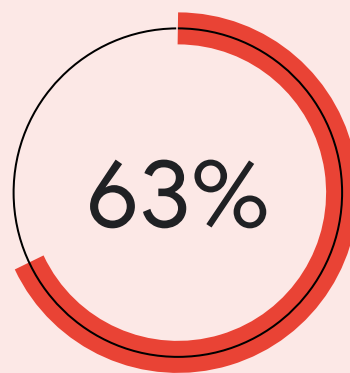


“phần mềm/ứng dụng bán hàng online”

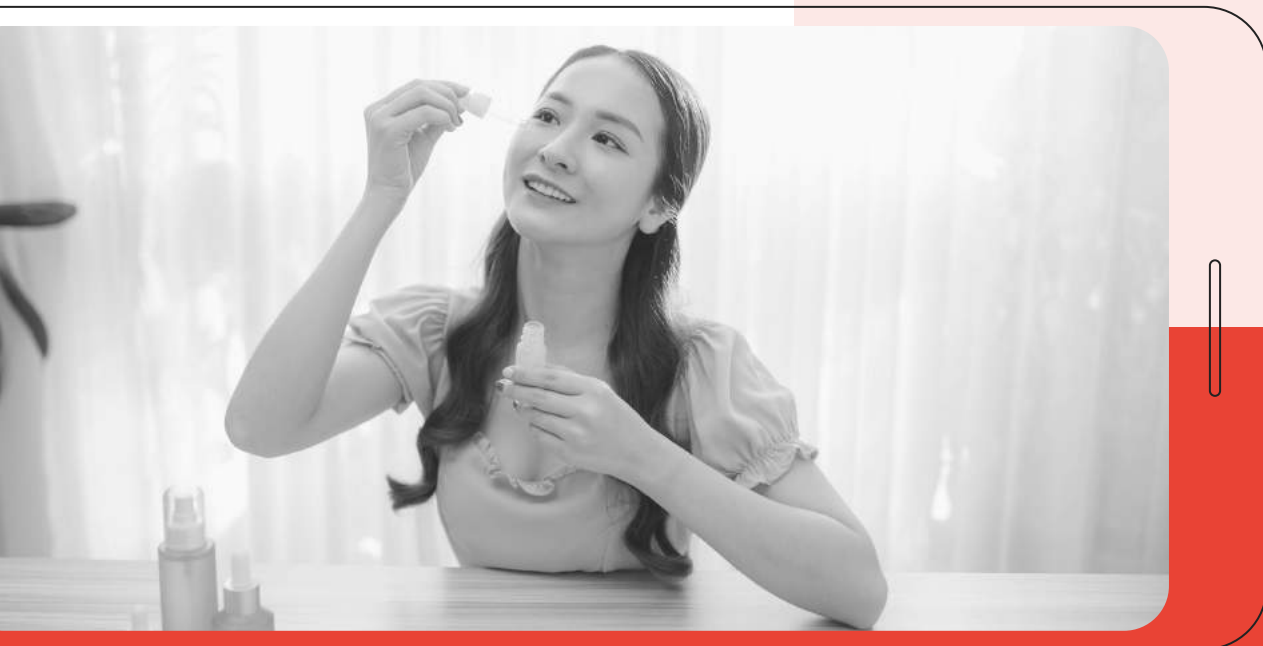




YouTube
has emerged
as a platform for
consumers to
research and shop



increase in “shopping”-related
videos searches on YouTube over
the past two years



Top product reviews searched:



lipstick



mobile
phone



food



game



skincare

Glossary

Metros: Cities defined as Metros in Vietnam are Hanoi and Ho Chi Minh City

Urban: Cities defined as urban in Vietnam are Hanoi, Da Nang, Ho Chi Minh and Can Tho

Rural: Areas beyond Hanoi, Ho Chi Minh, Da Nang and Can Tho

Tet: The Vietnamese Lunar New Year, usually celebrated in January or February depending on the lunar calendar

Mukbang: It loosely translates as “eating broadcast”. In the video, the host eats copious amounts of food in front of a camera while interacting with the audience

ASMR: Short for autonomous sensory meridian response, it refers to the pleasant and tingly feeling viewers get from watching certain sensorily “stimulating” videos

Black Friday: The sale, which traditionally takes place the day after Thanksgiving, has made its way to Vietnam thanks to e-commerce platforms eager to usher in year-end shopping sprees

Double-digit promotion days: Include major online shopping periods in Vietnam such as 9.9, 11.11 and 12.12

Vietnam's Search for Tomorrow

Think with 