

Vietnam Cloud Service Market: Investment & Growth Opportunity Analysis, 2019-2028

Market Report | 2022-07-01 | 103 pages | RationalStat

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Report description:

Vietnam Cloud Service Market Analysis & Forecast during 2019-2028

Market Introduction

The Vietnam cloud service market value is expected to grow at a CAGR of more than 25% during the forecast period of 2022-2028. Rapid digital transformation across the country is one of the primary factors fueling the market growth. The significant presence of a mix of foreign and domestic players offering a broad range of cloud services further augments the regional market growth. Government and public stakeholders are focusing on building the foundational infrastructure to accelerate the Vietnam cloud service market growth. In recent times, few applications have been developed and deployed singularly in some organizations without mass integration, reflecting enormous potential. Education, training, and management are the focused areas for the government and stakeholders with education facilities planning to incorporate cloud services. For instance, Vinh Long University of Technology Education (VLUTE) implemented a private cloud module VLUTE-Cloud for education, training, and management in 2018.

Market Segmentation

The Vietnam cloud service market has been analyzed on the basis of service type, type, organization type, end user, and region. On the basis of Service Type, the market is segmented into Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS). IaaS is expected to grow considerably during the forecast period. Based on Type, the market is categorized into Public, Private, and Hybrid. On the basis of Organization Type, the market is segmented into Enterprise, SMEs, Large Enterprises, and Public Administration. Based on End-Use, the market is categorized into, Banking, Financial Services & Insurance (BFSI), Healthcare, Retail & Warehousing, Manufacturing, IT & Telecom, Media & Entertainment, Public & Government, and Others (Agriculture etc.). Banking and Financial segment is anticipated to hold a considerable share of Vietnam cloud service market. Geographically the market has been analyzed into Northern Vietnam, Central Vietnam, and Southern Vietnam.

Market Structure and Competitive Analysis

The Vietnam cloud service market is characterized by the presence of a mix of a significant number of international and domestic cloud service providers. International players such as Google LLC, Amazon.com Inc., IBM Corp., SAP SE, Salesforce Inc., and Oracle

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Corp. dominate the Vietnam cloud service market with nearly 80% market share in 2021 on account of brand presence and wide service offerings. Whereas domestic players such as Viettel-CHT Ltd. Co., FPT Corp., HPT Vietnam Corp., CMC Corp., Mat Bao Corp., VCC Vinaphone (VNPT Cloud Contact Center), and VNG Corp., among others, held the remaining market share. Leading industry players are making significant investments to gain a competitive edge over other players and as well as increase market share in the market space. Key developments observed in recent years in the market include,

- In October 2021, VIB Bank and Microsoft Vietnam announced a 3-year partnership to deploy multi-cloud on Microsoft Azure premises.

- In October 2021, Vietinbank cooperated with Amazon Web Services (AWS) to launch a digital banking service named VietinBank iPay, which is entirely deployed on cloud computing.

- In September 2021, Techcombank chose AWS as a strategic partner to supply cloud computing services, including inclusive training packages AWS Skills Guild.

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*List not exhaustive

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