

Vietnam: Consumer Profile

Market Direction | 2024-10-08 | 45 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1350.00
- Multiple User License (1 Site) €2700.00
- Multiple User License (Global) €4050.00

Report description:

Longer life expectancy, falling birth rates and the growing influence of younger generations are transforming Vietnam's consumer landscape. Millennials and Gen Z are gaining influence, while single-person households are seeing rapid growth. Traditional gender roles persist, impacting households' purchasing priorities. Stubborn inflation means consumers remain cautious in their spending, while quality over quantity prevails and a focus on sustainability remains paramount.

...

Euromonitor's Vietnam: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Economy market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Scope

Key findings

Key drivers affecting consumers in Vietnam in 2023

How developments today shape the consumer of tomorrow

Unhealthy diets result in raised cholesterol levels among Vietnamese

Ho Chi Minh City to remain Vietnam's economic hub

Opportunities for growth

Majority of Vietnamese are the owners of their homes

Rapid digitisation will ensure greater technological innovation and convenience

Financial literacy increasing as unbanked population continues to shrink

Ho Chi Minh City to remain an economic hub owing to high consumer expenditure

Key findings consumer survey

Financial security supports millennials' willingness to pay premium prices for goods

Cost-conscious consumers showing greater willingness for private label

Vietnamese actively trying to reduce effects of climate change in their country

Saving mindset ensures confidence in financial ability

Upskilling and further education strong enablers for career development

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Vietnam: Consumer Profile

Market Direction | 2024-10-08 | 45 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1350.00
	Multiple User License (1 Site)	€2700.00
	Multiple User License (Global)	€4050.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com