

Vietnam: Consumer Profile

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

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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.

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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.

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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

Key takeaways

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