

**Vietnam Social Commerce Market Intelligence and Future Growth Dynamics  
Databook - 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational  
KPIs, Retail Product Dynamics, and Consumer Demographics - Q1 2024 Update**

Market Report | 2024-02-05 | 70 pages | PayNxt360

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**Report description:**

This report provides in-depth, data-centric analysis of social commerce in Vietnam. Below is a summary of key market segments:

Vietnam Ecommerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators, 2020-2029

Vietnam Social Commerce Industry Market Size and Future Growth Dynamics by Key Performance Indicators, 2020-2029

- Vietnam Social Commerce Industry Market Size and Forecast by Retail Product Categories, 2020-2029

- ☐--Clothing & Footwear
- ☐--Beauty and Personal Care
- ☐--Food & Grocery
- ☐--Appliances and Electronics
- ☐--Home Improvement
- ☐--Travel
- Hospitality

- Vietnam Social Commerce Industry Market Size and Forecast by End Use Consumer Segment, 2020-2029

- ☐--B2B
- ☐--B2C
- ☐--C2C

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- Vietnam Social Commerce Industry Market Size and Forecast by End Use Device, 2020-2029

□--Mobile

□--Desktop

- Vietnam Social Commerce Industry Market Size and Forecast by Location, 2020-2029

□--Domestic

□--Cross Border

- Vietnam Social Commerce Industry Market Size and Forecast by Location, 2020-2029

□--Tier-1 Cities

□--Tier-2 Cities

□--Tier-3 Cities

- Vietnam Social Commerce Industry Market Size and Forecast by Payment Method, 2020-2029

□--Credit Card

□--Debit Card

□--Bank Transfer

□--Prepaid Card

□--Digital & Mobile Wallet

□--Other Digital Payment

□--Cash

- Vietnam Social Commerce Industry Market Size and Forecast by Platforms

--Video Commerce

--Social Network-Led Commerce

--Social Reselling

--Group Buying

--Product Review Platforms

- Vietnam Social Commerce Industry Market Size and Forecast by Consumer Demographics & Behaviour,2023

□--By Age

□--By Income Level

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