

# Consumer Values and Behaviour in Vietnam

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## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Vietnam 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 Consumer Values 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.

## Contents

Scope

Consumer values and behaviour in Vietnam

Health and safety precautions remain precedent when leaving the home

Millennials leading the pack in taking precautions for health and safety when leaving home

Brand loyalty versus willingness to try new offerings competing for consumers' attention

Millennials prioritise knowing everything about the brands they love

Consumers foresee that their current level of happiness will improve in the future

Younger generations are looking forward to a brighter future

While at home, younger generations remain committed to studying

Safe location - the most desired home feature

Consumers in Vietnam prefer to make food and treats by themselves

Vietnamese home cooking held back by lack of trust in own cooking ability

Millennials much more inclined to have meals prepared for them

Preference for healthy ingredients remains important when considering dietary restrictions

Gen Z most focused on separation between their professional and personal life

Vietnamese prioritise working hard to have a lucrative wage

Consumers say they maintain a clear separation between their professional and personal life

Socialising with friends online is preferred over face-to-face interactions

Millennials prioritise leisure activities at home and away-from-home

Vietnamese consumers consider 'safe place to visit' as their top travel consideration

Younger generations expect all-inclusive hotels and resorts options when on vacation

Weekly running, jogging and cycling keeping Vietnamese consumers active

Older generations enjoy less strenuous exercise such as walking or hiking

Millennials most active in taking steps for stress reduction and mental wellbeing

Vietnamese are feeling uneasy about the effects of climate change

Consumers actively striving for eco-friendly and sustainable habits

Consumers in Vietnam motivated to employ eco-friendly materials for packaging

Younger generations more prone to political activism and tackling social issues

Consumers way less concerned about bargains, instead buying higher priced quality products

Younger consumers drawn by benefits of loyalty programs

Vietnamese are looking for personalised and tailored shopping experiences

Millennials drawn by strong and well-known brands

Vietnamese subscribe to delivery of household essentials far above the global average

Vietnamese want to prioritise increased spending on health and wellness  
Younger generations foresee increasing spending on education the most  
Consumers in Vietnam are comfortable with their current financial situation  
Millennials are comfortable with their financial situation and able to have savings  
Baby boomers planning on saving less and spending more in the future  
Consumers in Vietnam actively manage data sharing and privacy settings  
Baby boomers embracing technology and the online world  
Vietnamese consumers active in visiting and updating their social networks sites daily  
Younger generations more frequently stream videos online  
Younger generations taking the lead in using tech to enhance their shopping experience  
Far above the global average, Vietnamese consumers are buying goods via social media  
Millennials embracing greater interactions with brands' social media

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