

# Consumer Lifestyles in Vietnam

<https://marketpublishers.com/r/C9564F001FBEN.html>

Date: June 2023

Pages: 53

Price: US\$ 1,325.00 (Single User License)

ID: C9564F001FBEN

## Abstracts

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends

Euromonitor's Consumer Lifestyles 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 Overview 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.

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### Scope

Consumer landscape in Vietnam 2023

### Personal traits and values

'Time for myself' remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

### Personal traits and values survey highlights

#### Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Ideal home features vary widely among generations

Access to green spaces is valued by all generations

Demand for domestic leisure trips remain strong as consumers stay closer to home

### Home life and leisure time survey highlights

#### Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for snacks and restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that have health and nutritional benefits

### Eating and dietary habits survey highlights

#### Working life

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

### Working life survey highlights

#### Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

### Health and wellness survey highlights

#### Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

Consumers seek out personalised and tailored shopping experiences

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey  
Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns around their current financial situation

Shopping and spending survey highlights

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