

# Megatrends in Vietnam

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## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Vietnam.

Euromonitor's Megatrends 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 Megatrends 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

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

AEON Vietnam enhances convenience with web shop redesign

Tech is being used to simplify everyday tasks

Consumers seek flexibility in all areas of life

Many shoppers want to see what they are buying

Consumers enjoy the flexibility of online shopping

Convenience drives demand for home delivered meals

Digital living

Loopsie uses AI to transform user's photos into anime-style images

More activities move online

Consumers are protective of their personal data

Millennials are the least concerned about sharing data

Consumer reviews are the most trusted information source

Half of consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

MFast promotes financial inclusion in rural Vietnam

Gen X are the most keen to support charities aligned with their values

Most want to make a positive difference to the world

Vietnamese people generally feel comfortable expressing their identity

Shoppers are paying more attention to brand values

Experience more

Vietnam's first virtual runway is hosted on ORTHO's metaverse

Consumers enjoy socialising both online and offline

Safety is the number one priority when choosing a holiday destination

More consumers value real world than online experiences

Personalisation

Apple offers the option to customise products at its new online store

Vietnamese are keen to express themselves via their online persona

Consumers enjoy tailored experiences

Premiumisation

East West Brewery continues to innovate in the emerging craft beer category

Most people want a simpler life

Millennials have the most confidence in their investments

Natural ingredients and high quality are prized attributes

Pursuit of value

Fundiin partners with LOTTE Cinema to launch BNPL for cinema tickets

Vietnamese shoppers are less thrifty than their global counterparts

Consumers are worried about rising living costs

Shoppers are embracing the circular economy

Consumers seek ways to make their money go further

Shopper reinvented

VR360 launches Vietnam's first virtual reality shopping mall

Shoppers put their trust in celebrity-endorsed brands

Consumers enjoy a mix of in-store and online shopping

S-commerce is well-developed in Vietnam

Gen Z are the most likely to shop via social media channels

Sustainable living

Vietnam launches its first electric bike delivery service

Consumers are eager to protect the environment

Vietnamese underperform global peers when it comes to recycling

Reducing plastics use tops the list of green activities

More consumers are voting with their feet

Compostable packaging is considered the most sustainable

Wellness

Medigo makes healthcare more convenient, accessible and affordable

Massage is the leading antidote to stress

Vietnamese are very keen on health and fitness

Consumers continue to take precautions in the post-pandemic era

Leverage the power of megatrends to shape your strategy today

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