

Vietnam Digital Advertising Market By Ad Format (Display Ads, Video Ads, Search Ads, Social Media Ads, Others), By Platform (Mobile, Desktop, Tablet), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Vietnam Digital Advertising Market was valued at USD 1.29 billion in 2024 and is anticipated to grow USD 2.88 billion by 2030 with a CAGR of 14.38% during forecast period. The Vietnam digital advertising market is witnessing robust growth, fueled by increasing internet penetration, widespread smartphone adoption, and rising social media engagement. As businesses seek more effective ways to reach target audiences, there is a significant shift toward online advertising, including display ads, social media promotions, and search engine marketing. E-commerce expansion and the popularity of video content further boost digital ad spending. Emerging technologies such as AI, data analytics, and programmatic advertising are enhancing targeting precision and campaign efficiency. With a young, tech-savvy population, Vietnam offers vast potential for brands to engage consumers through innovative and data-driven advertising strategies.

Key Market Drivers

Rising Internet Penetration and Digital Connectivity

Vietnam's rapid digital transformation is largely driven by extensive internet penetration and the growing adoption of mobile technologies. According to government reports, internet penetration in the country exceeds 70%, making it one of the fastest-growing digital economies in Southeast Asia. The widespread availability of affordable mobile internet packages and improved infrastructure has fueled the consumption of online

content. As a result, brands are increasingly investing in digital advertising to capture the attention of Vietnam's highly connected population. The demand for search engine marketing (SEM), social media advertising, and influencer collaborations continues to grow, as companies strive to maintain visibility online.

Growing Social Media Engagement

Vietnam has a vibrant social media landscape, with platforms such as Facebook, YouTube, Instagram, and TikTok dominating the market. Vietnamese consumers spend several hours daily on social networks, making these platforms a critical avenue for advertisers. Brands leverage targeted social media campaigns to engage consumers, promote products, and build brand loyalty. The popularity of short-form video content, particularly on TikTok and YouTube Shorts, has led to innovative ad formats and creative campaigns. Influencer marketing is also on the rise, as local celebrities and micro-influencers effectively bridge the gap between brands and consumers, enhancing campaign authenticity and engagement.

E-Commerce Expansion and Online Shopping Trends

The rapid growth of Vietnam's e-commerce sector is a significant driver for digital advertising. Platforms such as Shopee, Lazada, Tiki, and Sendo have gained traction, transforming consumer shopping habits and prompting businesses to prioritize online channels. Digital advertisements are heavily utilized during major e-commerce events like Singles' Day and Tet holiday sales to attract online shoppers. Moreover, dynamic ad formats, personalized recommendations, and product retargeting have become essential tools for brands to capture customer interest and drive sales. As Vietnam's middle class continues to grow and consumers increasingly embrace cashless transactions, the e-commerce ecosystem is expected to further boost digital ad spending.

Key Market Challenges

Ad Fraud and Transparency Issues

One of the critical challenges in Vietnam's digital advertising market is ad fraud, which undermines the effectiveness and credibility of digital campaigns. Advertisers often face issues such as click fraud, impression fraud, and bots that generate fake traffic. This not only inflates campaign metrics but also wastes advertising budgets. Additionally, a lack of transparency in the digital advertising ecosystem exacerbates the problem, as some

agencies and platforms do not provide clear reporting on ad placements and campaign performance. As the market grows, the demand for enhanced verification measures, third-party auditing, and the adoption of technologies like blockchain for transparent advertising transactions is increasing.

Regulatory and Data Privacy Concerns

Vietnam's evolving regulatory landscape poses challenges for digital advertisers seeking to maintain compliance while delivering personalized content. With the increasing adoption of digital advertising, authorities are tightening regulations around data protection and content standards. The implementation of the Cybersecurity Law and other data privacy regulations has created uncertainty among businesses about how to manage consumer data while complying with legal requirements. Many companies lack the resources or knowledge to navigate these regulatory complexities, leading to potential fines and restrictions. Moreover, the growing demand for data privacy among consumers adds pressure on advertisers to adopt more ethical data collection and usage practices, limiting their ability to personalize campaigns.

Key Market Trends

Surge in Video Advertising and Short-Form Content

Video advertising is becoming a dominant trend in Vietnam's digital landscape, driven by the increasing consumption of video content across platforms like YouTube, TikTok, and Facebook. Short-form videos, particularly on TikTok and YouTube Shorts, have gained immense popularity among Vietnamese users, leading to a shift in advertising strategies toward engaging, bite-sized content. Advertisers are increasingly leveraging interactive video ads and storytelling formats to capture consumer attention and enhance brand recall. The rise of 5G networks and improved internet infrastructure is further accelerating this trend, enabling smoother streaming experiences and encouraging higher investments in video-based marketing campaigns.

Rise of Influencer and KOL Marketing

Influencer marketing has become a crucial component of digital advertising in Vietnam. Brands are increasingly collaborating with key opinion leaders (KOLs) and micro-influencers to create authentic and engaging content that resonates with local audiences. Vietnamese consumers tend to trust recommendations from influencers more than traditional advertisements, making influencer marketing a powerful tool for

driving brand awareness and conversions. The demand for niche influencers in beauty, fitness, travel, and technology has grown significantly. Additionally, platforms such as Instagram and TikTok have become hotspots for influencer campaigns. Brands are also investing in long-term partnerships with KOLs to build strong and authentic connections with their audience.

Programmatic Advertising and Data-Driven Campaigns

The adoption of programmatic advertising is on the rise in Vietnam, enabling advertisers to automate the buying and placement of digital ads through real-time bidding (RTB). This trend allows businesses to target specific audiences with precision, optimizing ad placements for better engagement and higher ROI. The use of advanced data analytics and machine learning algorithms further enhances targeting capabilities, helping advertisers personalize campaigns based on consumer preferences and online behavior. With the increasing availability of consumer data and the need for more efficient campaign execution, programmatic advertising is becoming an essential tool for both local and international brands operating in Vietnam.

Segmental Insights

Ad Format Insights

Display ads dominated the Vietnam digital advertising market due to their widespread adoption across websites, social media platforms, and mobile applications. Advertisers favor display ads for their visual appeal, engaging formats, and ability to reach diverse audiences. Banner ads, rich media, and interactive content formats enhance user engagement and brand recall. With increasing internet and smartphone usage, display ads have become a preferred choice for both local and international brands seeking to build awareness and capture market share. The growing integration of programmatic advertising further strengthens the segment by enabling precise targeting and real-time optimization for better campaign performance.

Regional Insights

Southern Vietnam dominated the country's digital advertising market due to its strong economic growth, advanced infrastructure, and tech-savvy population. Ho Chi Minh City, the economic hub, hosts numerous digital agencies, e-commerce companies, and marketing firms, making it a hotspot for digital advertising activities. The region's high internet penetration, widespread smartphone usage, and active social media

engagement contribute to increased ad spending. Additionally, businesses in southern Vietnam are early adopters of digital marketing trends, including influencer marketing, programmatic advertising, and shoppable ads. This vibrant and competitive market environment solidifies southern Vietnam's position as the leading region in digital advertising.

Key Market Players

Webrand Company Limited

Golden Communication Group

Grab Company Limited

Mindshare Media Ltd

GroupM Worldwide Inc

MullenLowe Group

PMAX Corp.

Appota Group

Shopee Company Limited

Dentsu Creative Vietnam

Report Scope:

In this report, the Vietnam Digital Advertising Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Digital Advertising Market, By Ad Format:

Display Ads

Video Ads

Search Ads

Social Media Ads

Others

Vietnam Digital Advertising Market, By Platform:

Mobile

Desktop

Tablet

Vietnam Digital Advertising Market, By Region:

Southern Vietnam

Northern Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Digital Advertising Market.

Available Customizations:

Vietnam Digital Advertising Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Vietnam Digital Advertising Market By Ad Format (Display Ads, Video Ads, Search Ads, Social Media Ads, Others)...

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