



# Vietnam consumer trends 2016

# High income households doubled whilst economy tripled

05



15



Urban HH >US\$500

**1.84 m**

**122%**

**4.08 m**

Ad spend

280 m

579%

1.9 billion

GDP/person

US\$532

261%

US\$1,923

Economy

44 billion

298%

175 billion

Pop

83 m

10%

91 m

# Life stages are maturing, as do purchase priorities



Young single	37.3 m	-2%	36.8 m	33.5 m
Young married - no kids	9.1 m	-3%	8.8 m	7.0 m
Young married - a child < 10	18.4 m	-5%	17.4 m	12.9 m
Married youngest child >9 & <20	7.6 m	36%	10.3 m	12.9 m
Empty nester	4.6 m	63%	7.5 m	13.6 m
Old single	5.8 m	74%	10.1 m	16.2 m

25

# Household structures change, with less kids setting priorities

05



**33% of households had  
no children**

19.4 m households  
4.3 people/household

5.5 m urban  
4 people/household

15



**44% of households have  
no children**

24.6 m households  
3.7 people/household

8.7 m urban  
3.4 people/household



# New retail chasing share before profits

05



E-commerce is scratch cards at internet cafes

47 supermarkets

135 modern self service stores, mostly independent.

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Over 50,000 sites with Vietnam payment gateways plus Facebook stores

Impact on games, fast fashion, health supplements and appliances

975 supermarkets

1,800 modern self service stores, mostly chains. Sales dominated by young adult snacking hang outs.

# Coffee, beer and fast service chains grow

05



Trung Nguyen and  
Café Highlands

Beer garden dominance  
6.6 litres per person

15



8 café brands with >160 outlets  
Trung Nguyen has >1000

Rise in F&B chains

Rise in multi brand beer clubs  
36.75 litres per person

# Health consciousness translates into action

05



## Health #3 concern

Food safety  
Superficial claims of de-tox  
Claimed regular exercise

15



## Health #3 concern

Food safety  
Vin Group Vineco invests in  
hygienic fresh vegetable  
production  
Rise in organic and natural claims  
Spend traditional remedies  
60%:40% modern medicine



# Health consciousness translates into spend

05



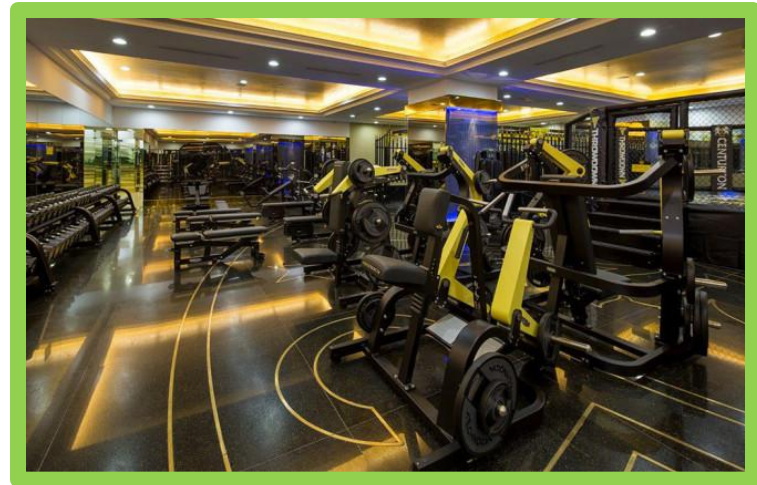
## Health #3 concern

Food safety

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## Consumers spend US\$2 billion on overseas healthcare

120+ stores from 6 pharmacy chains  
My Chau, Pharmacity, IC, Eco, V-Phano, Y Duc.

<http://sieuthiduocphamyte.com/>

100+ branded chain gyms

80+ branded health & beauty care stores;  
Medicare, Guardian, GNC



# Conspicuous consumption has always been mobile

05



## What I drive

The Gioi Di Dong opened the 4th store.

15



## What drives me

Over **1,450** stores from The Gioi Di Dong, FPT, Viettel and Viet Thong A.

# Keeping up with the Nguyen's with consumer finance

05



**6,000** new apartments sold

**25,000** new car sales

**US\$1.6 billion** in consumer loans  
3.6% of GDP

15



**36,000** new apartments sold

**120,000** new car sales

**USD16 billion** in consumer loans  
9% of GDP

*Home & improvements 40%*  
*Home appliances / electronics 30%*  
*Motorbikes / cars 15%*

# Self expression is far easier and immediate

05



Yahoo blogs

Singing

Football fever

15



35 million consumers posting  
emoticons, stickers, selfies and  
status updates

# Mobile drives internet penetration and habits

05



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Internet national penetration	13%	48%
Any mobile 15+ user	37%	69%
Smartphone 15+ user	NA	28%
Urban frequent online access	20%	72%
Urban time spent	120 min	180 min
Online mobile page views	NA	25%
View video on mobile	NA	23%

Mobile app  
downloads grew  
60% in 2015



# Fragmented opportunities as mobile, video and IP TV converge

15



The convergence of video and mobile, which when married with local media content and efficient streaming will reap huge rewards.

Watch out for [Clip](#) which has an abundance of local video on demand content and is closest you can come to a local YouTube in Vietnam.

Others include established telecommunications firms [FPTplay](#) (FPT), [NetTV](#) (Viettel) [MyTV](#) (VNPT) and new entrants [Fim+](#) and [Netflix](#) which may be limited by a focus on Hollywood content.

# Experiences key to fulfilment

05



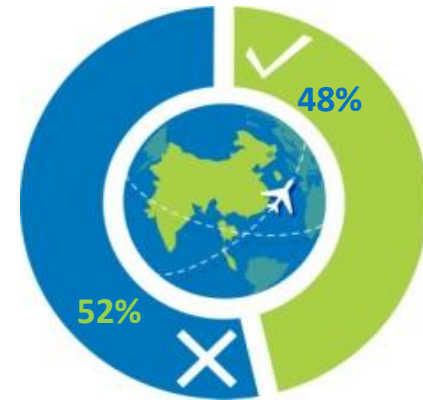
## Focus on what I have

New brands, new durables

Travel tour groups

Domestic focus

15



## Focus on what I have done

New experiences, places and adventure

Personal fulfillment and social validation

Independent travel further afield

# Let Cimigo be the voice of your customers



**7** offices  
nationally



Cimigo  
**OnMobile**  
native app



**40,000**  
active panel  
members



Cimigo MROC  
**community**  
platform



**40** CATI  
stations



**400** m sq.  
CLT space



**4** group  
rooms



**600** strong  
tablet armed  
field force

# 10 trends impacting purchase priorities



1. High income households doubled, whilst economy tripled.



2. Life stages are maturing. Household structures change, with less kids setting priorities.



3. New retail chasing share before profits.



4. Coffee, beer and fast service chains grow.



5. Health consciousness translates into action and spend.



6. Conspicuous consumption has always been mobile.



7. Keeping up with the Nguyen's with consumer finance.



8. Self expression is far easier and immediate.



9. Mobile drives internet penetration and habits. Fragmented opportunities as mobile, video and IP TV converge.



10. Experiences key to fulfilment.



Hãy lên tiếng để được lắng nghe

> Hãy tham gia thảo luận để tạo nên sự khác biệt

THE  
**VOICE**  
OF THE CUSTOMER  
VIỆT NAM



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