



# Passport

**CONSUMER BEHAVIOUR IN VIETNAM**

September 2020

## Consumer Behaviour in Vietnam

- Home life
- Eating habits
- Working life
- Leisure
- Health
- Ethical and sustainable
- Shopping
- Technology

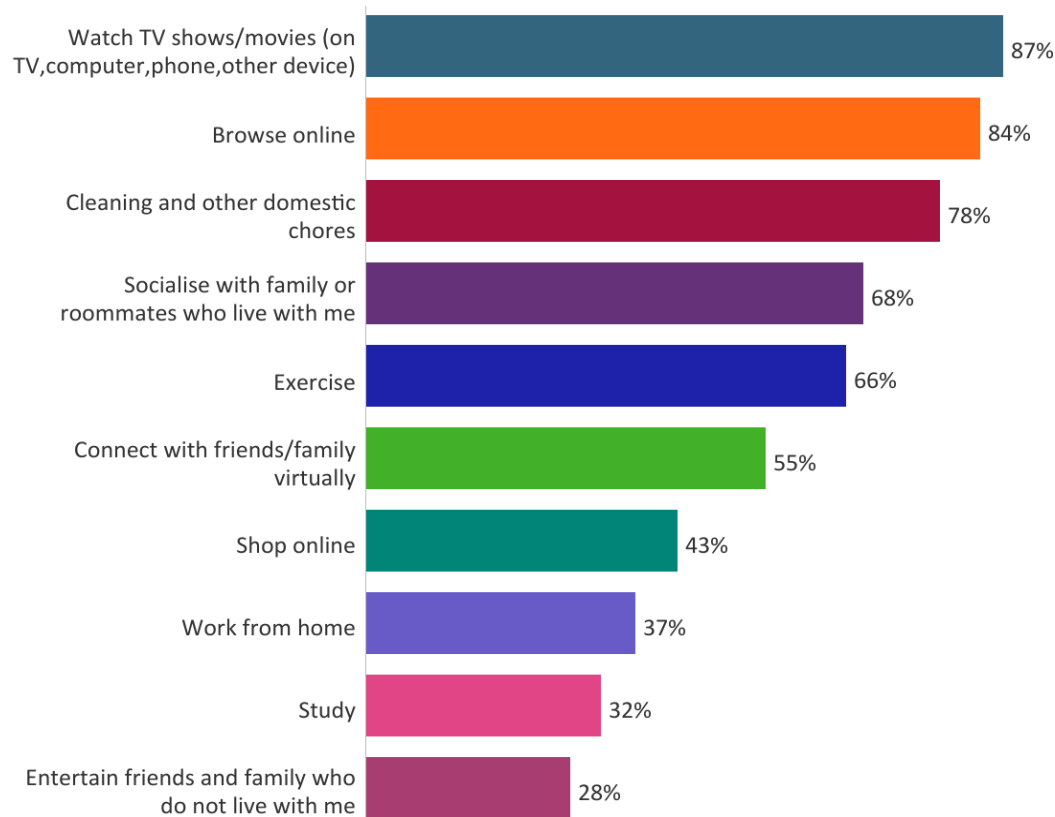


# Home life: at home activities

## Weekly at home activities

n= 1,032

% of respondents



50%



50%

49%

51%

52%

48%

51%

49%

47%

53%

50%

50%

49%

51%

46%

54%

43%

57%

41%

59%

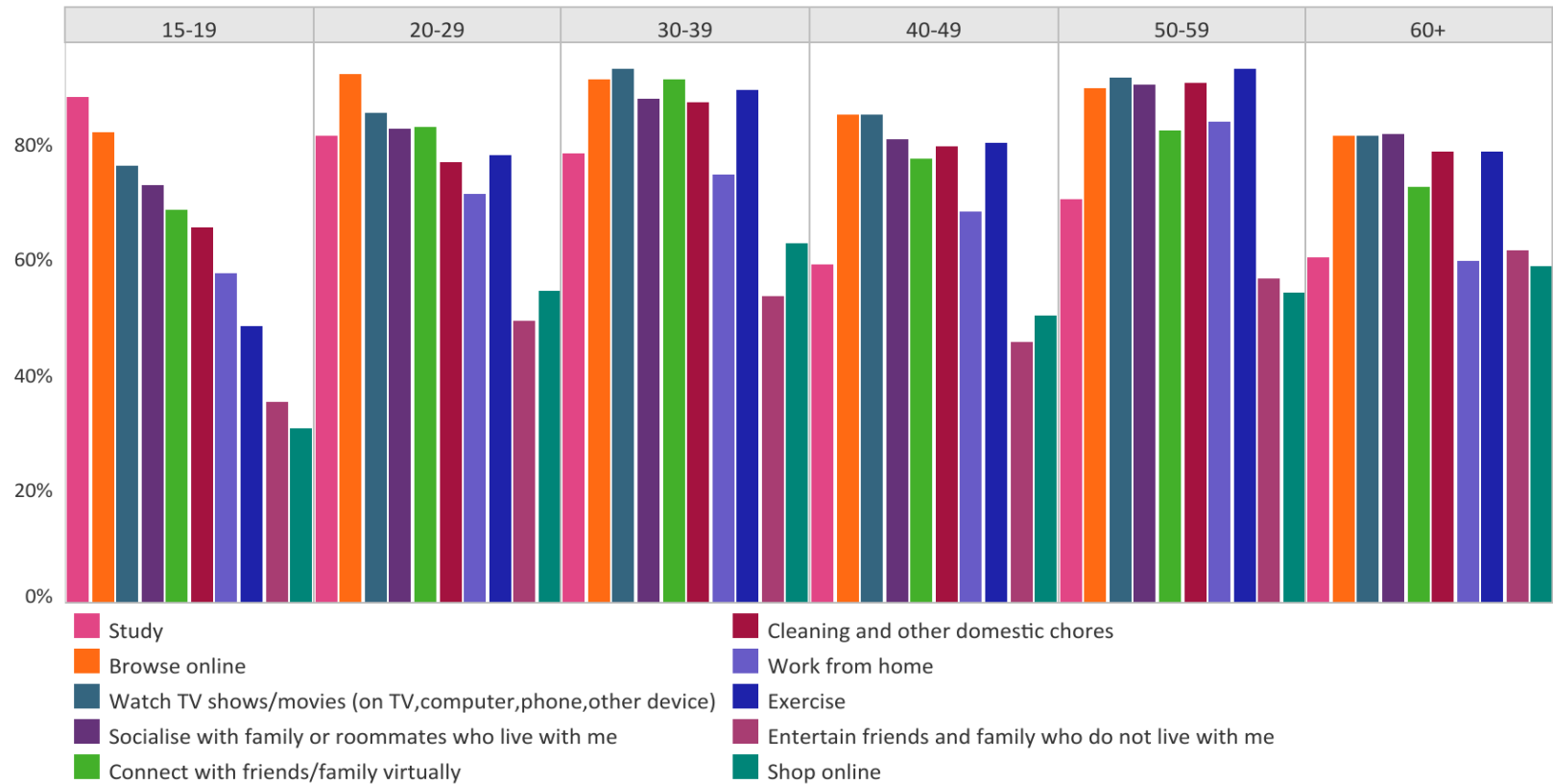
Source: Euromonitor International Lifestyles Survey 2020

# Home life: at home activities by age

Weekly at home activities

n= 1,057

% of respondents by age



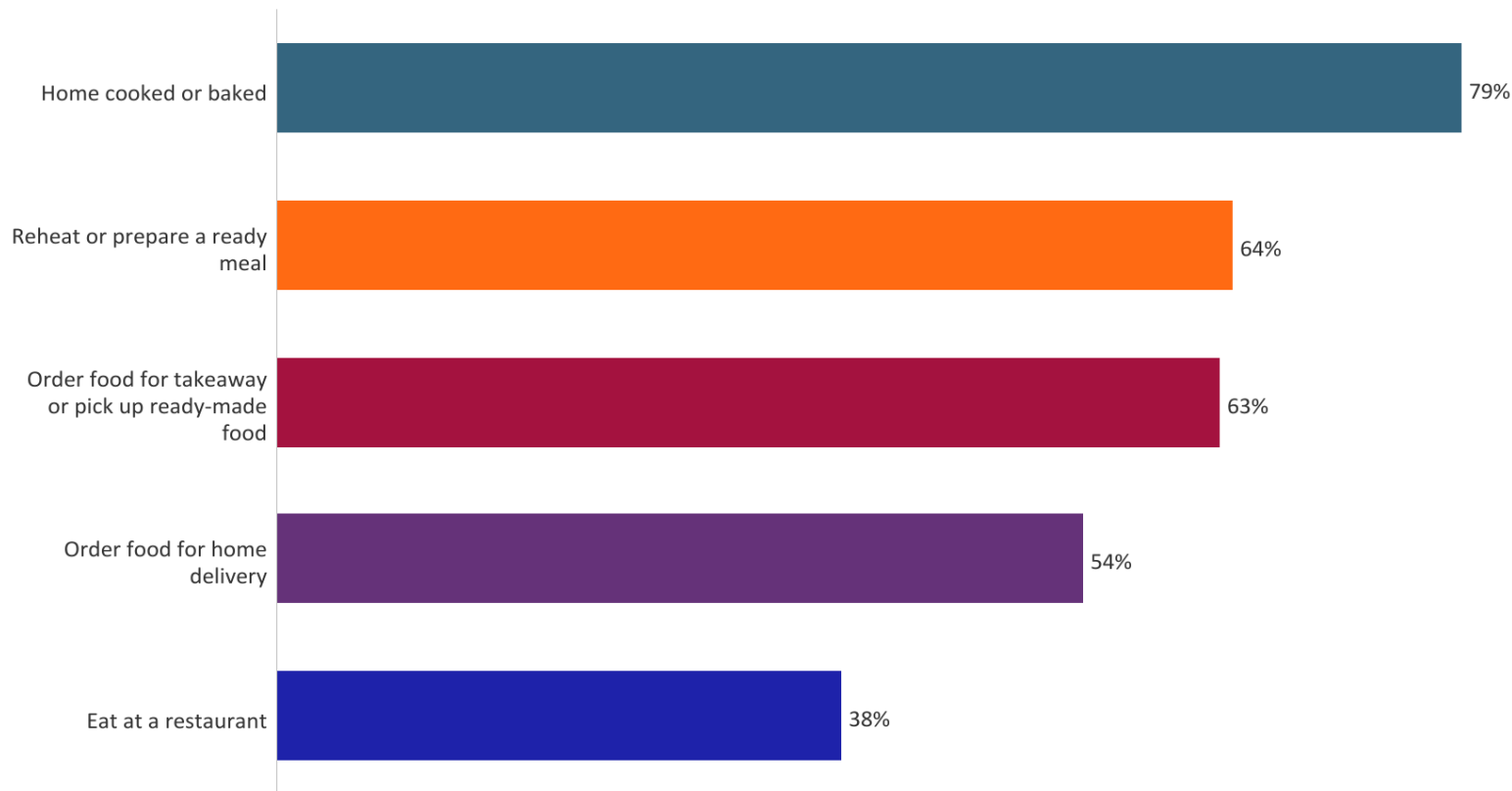
Source: Euromonitor International Lifestyles Survey 2020

## Eating habits

Frequency of consumption by meal type

n= 1,057

% of respondents (At least weekly)



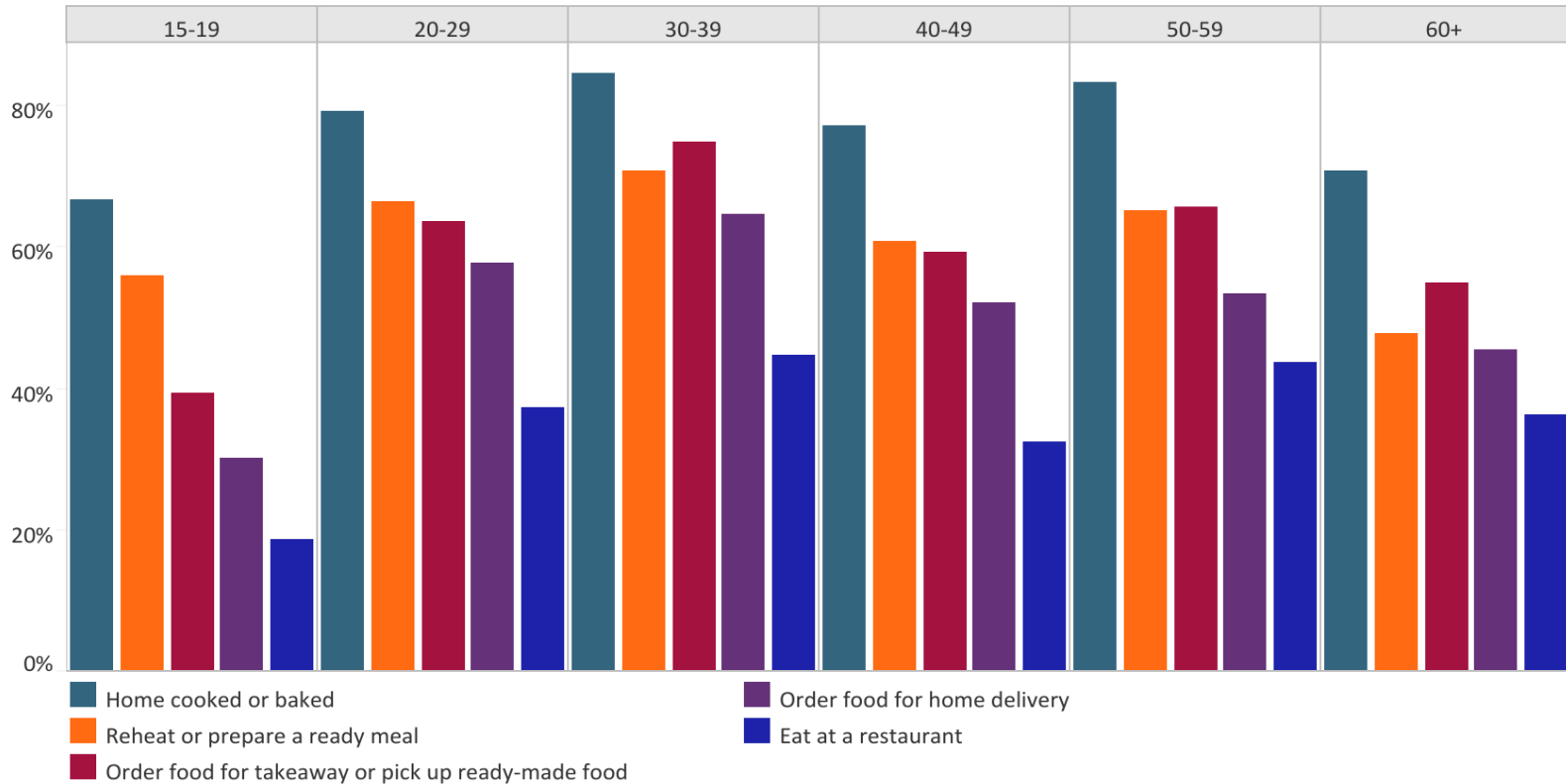
Source: Euromonitor International Lifestyles Survey 2020

# Eating habits by age

Weekly consumption by meal type

n= 1,057

% of respondents by age (At least weekly)



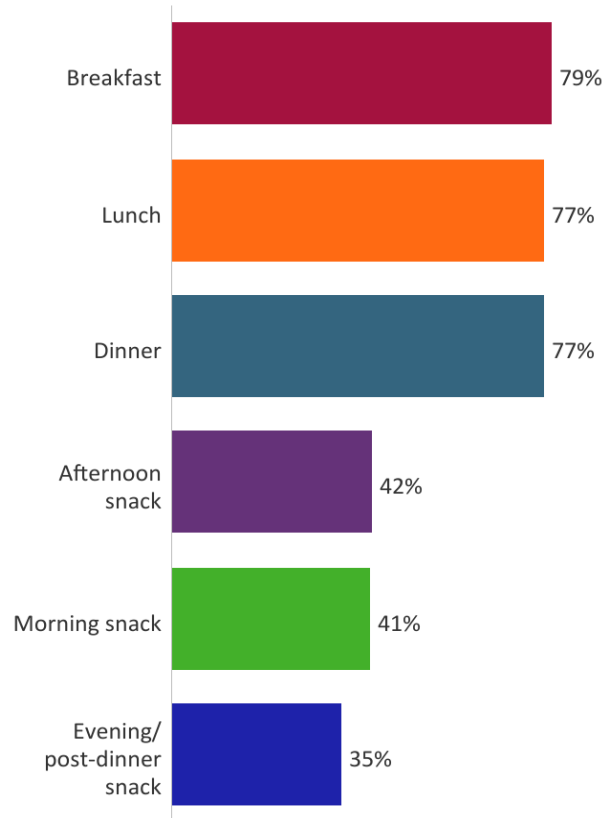
Source: Euromonitor International Lifestyles Survey 2020

# Eating habits: meals and snacking habits (weekday)

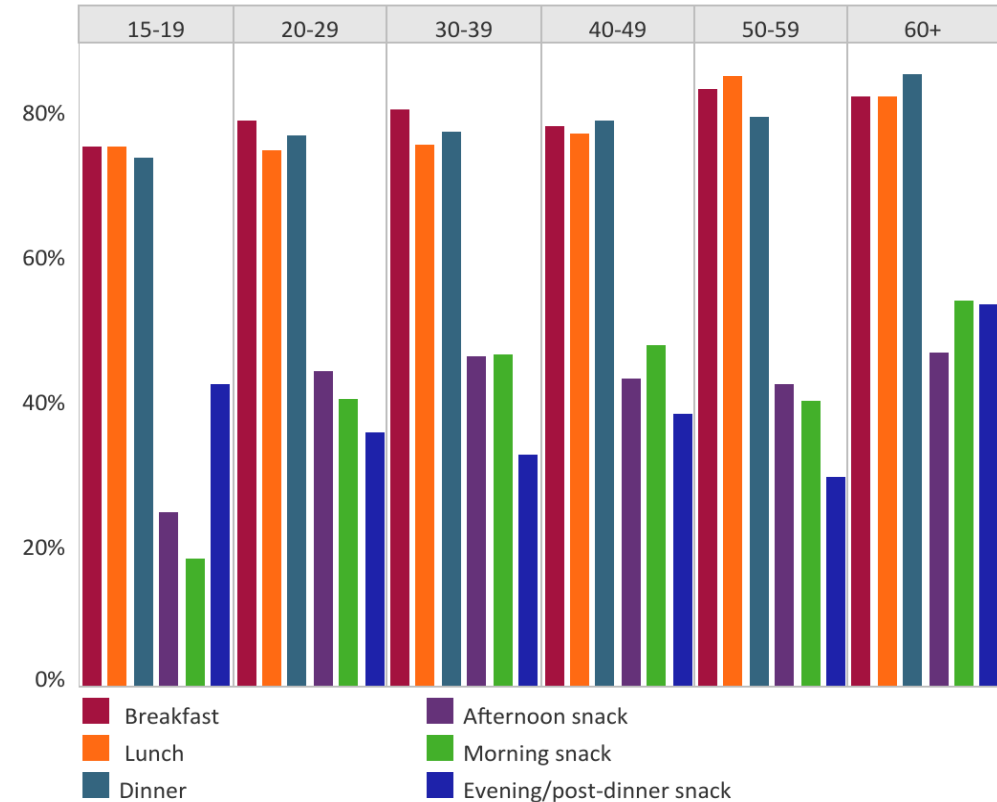
Eating Habits: Meals and snacking habits (Weekday)

n= 1,054

% of respondents



% of respondents by age



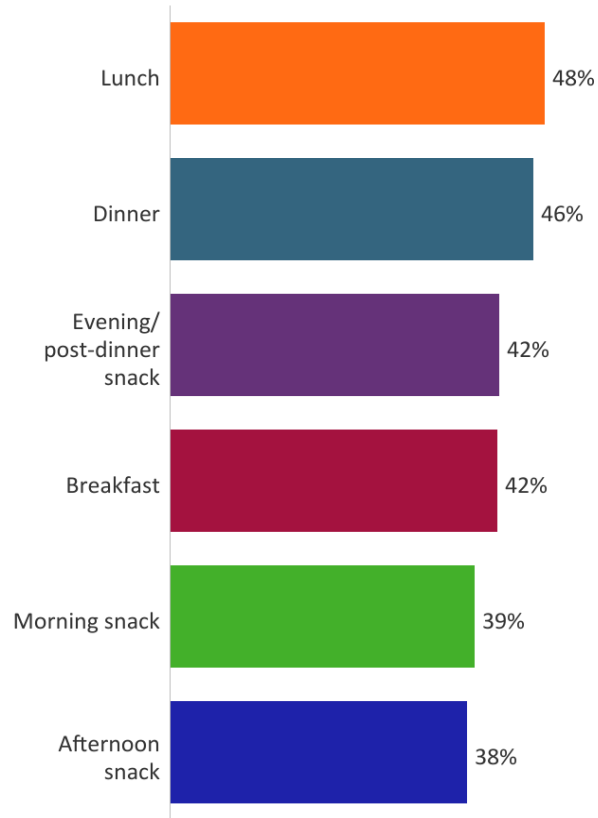
Source: Euromonitor International Lifestyles Survey 2020

# Eating habits: meals and snacking habits (weekend)

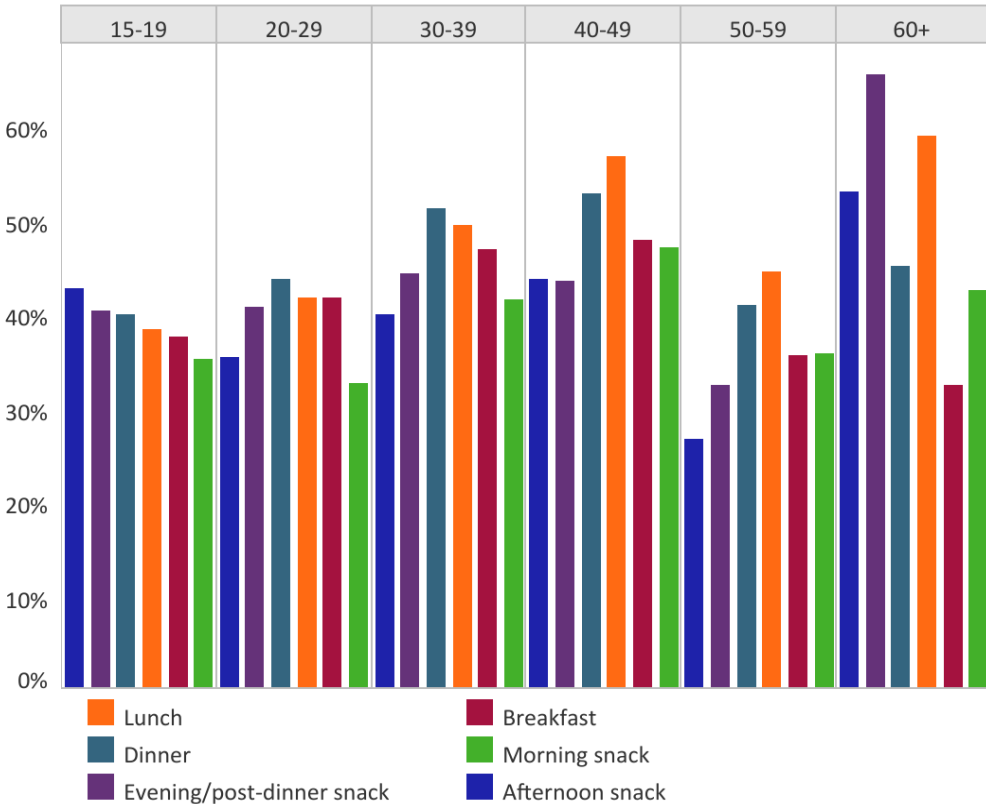
Eating Habits: Meals and snacking habits (Weekend)

n= 1,054

% of respondents



% of respondents by age



Source: Euromonitor International Lifestyles Survey 2020

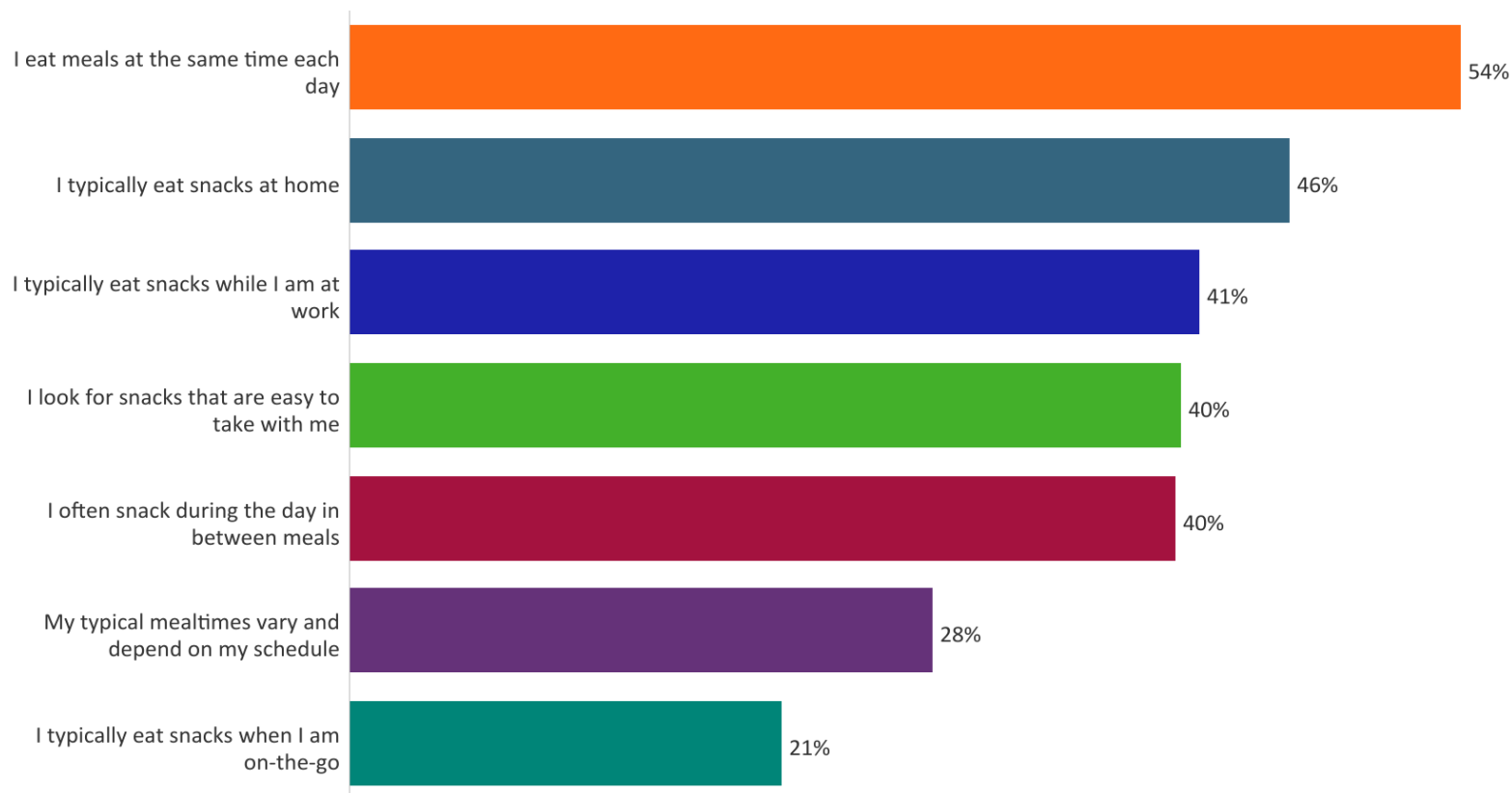


## Eating habits: when and where

### Eating and snacking habits

n= 1,057

% of respondents



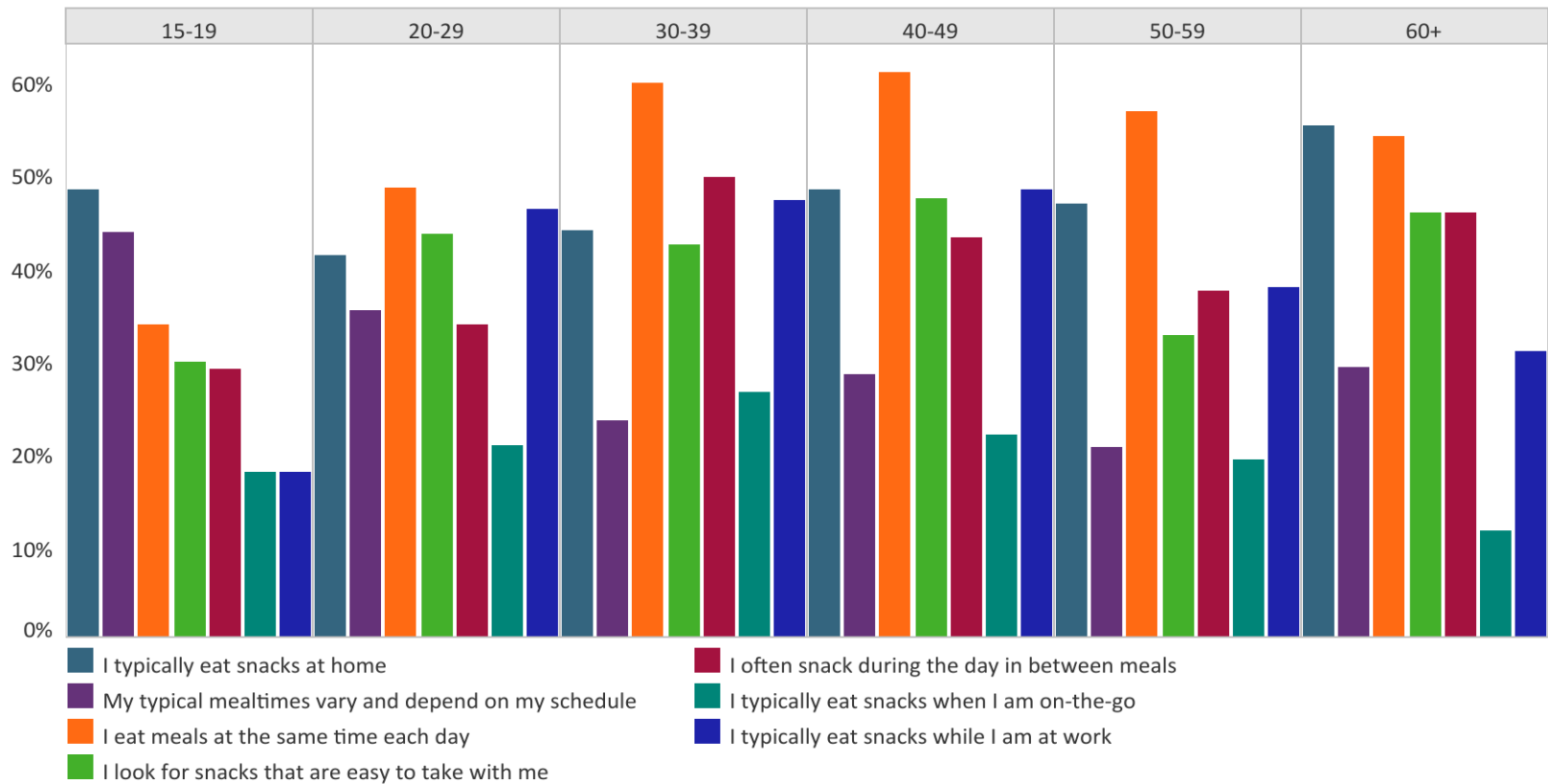
Source: Euromonitor International Lifestyles Survey 2020

# Eating habits: when and where by age

Eating and snacking habits

n= 1,057

% of respondents by age



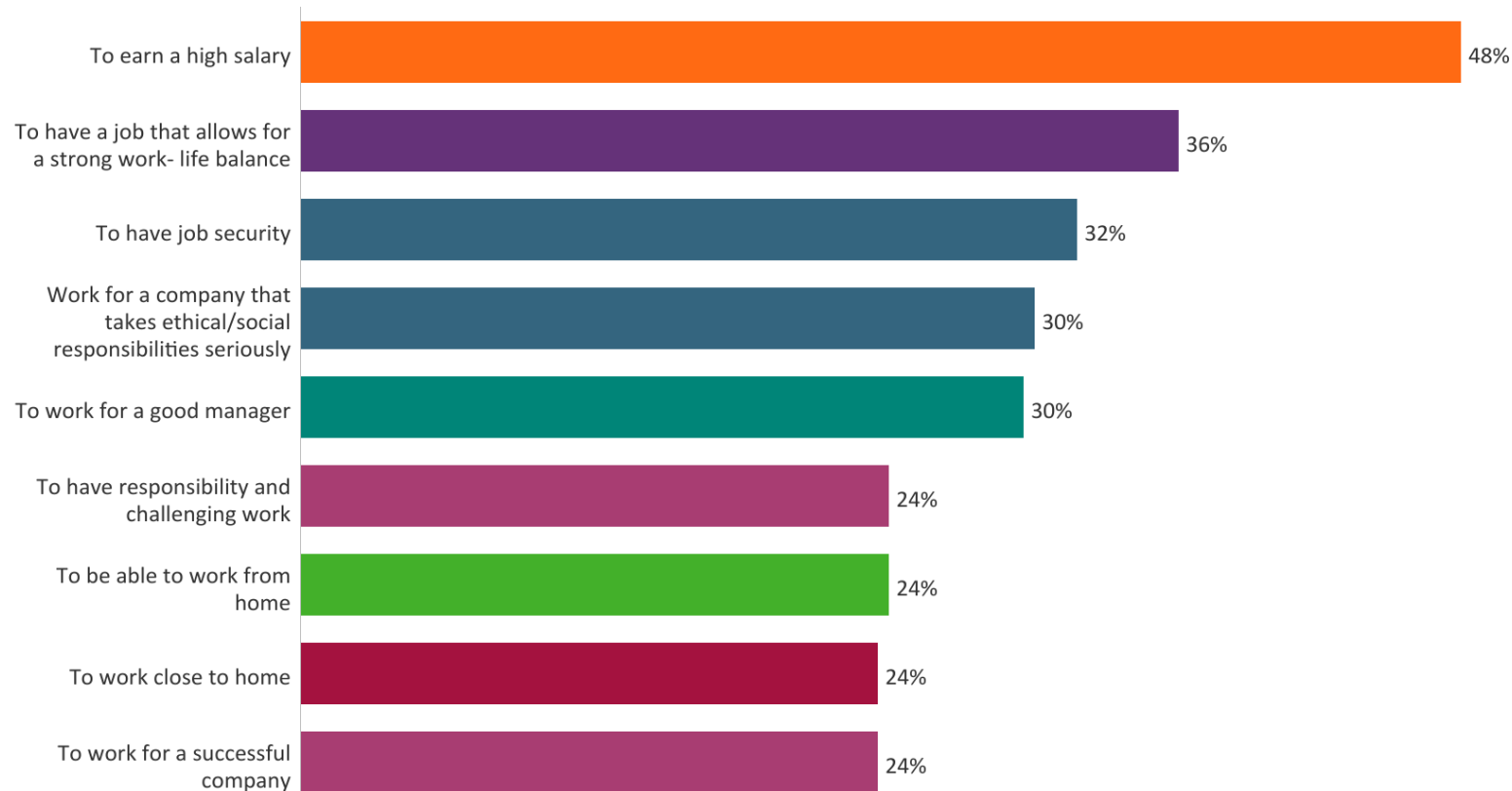
Source: Euromonitor International Lifestyles Survey 2020

# Working life

## Important work-related factors

n=1,056

% of respondents



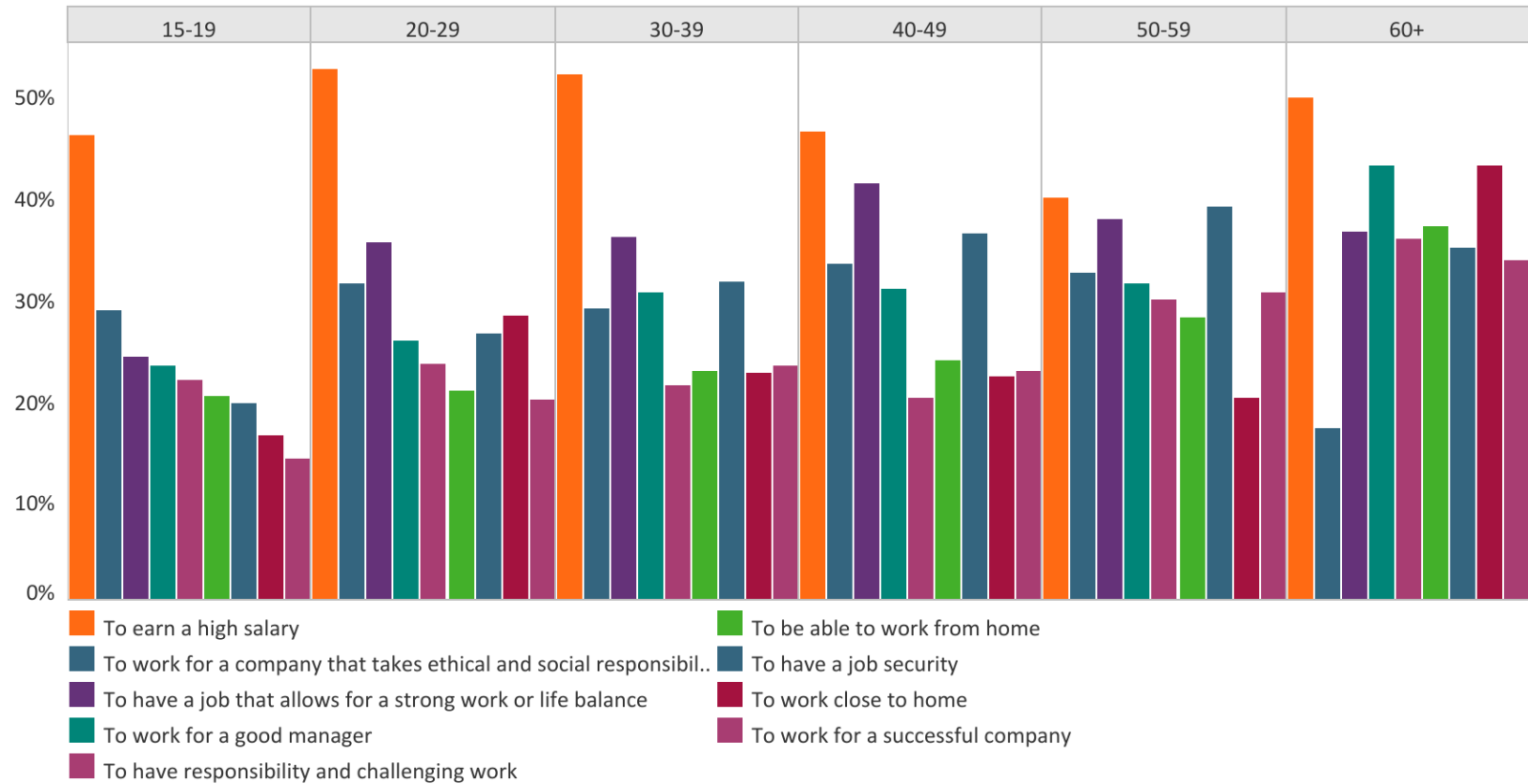
Source: Euromonitor International Lifestyles Survey 2020

# Working life by age

Important work-related factors

n=1,056

% of respondents by age



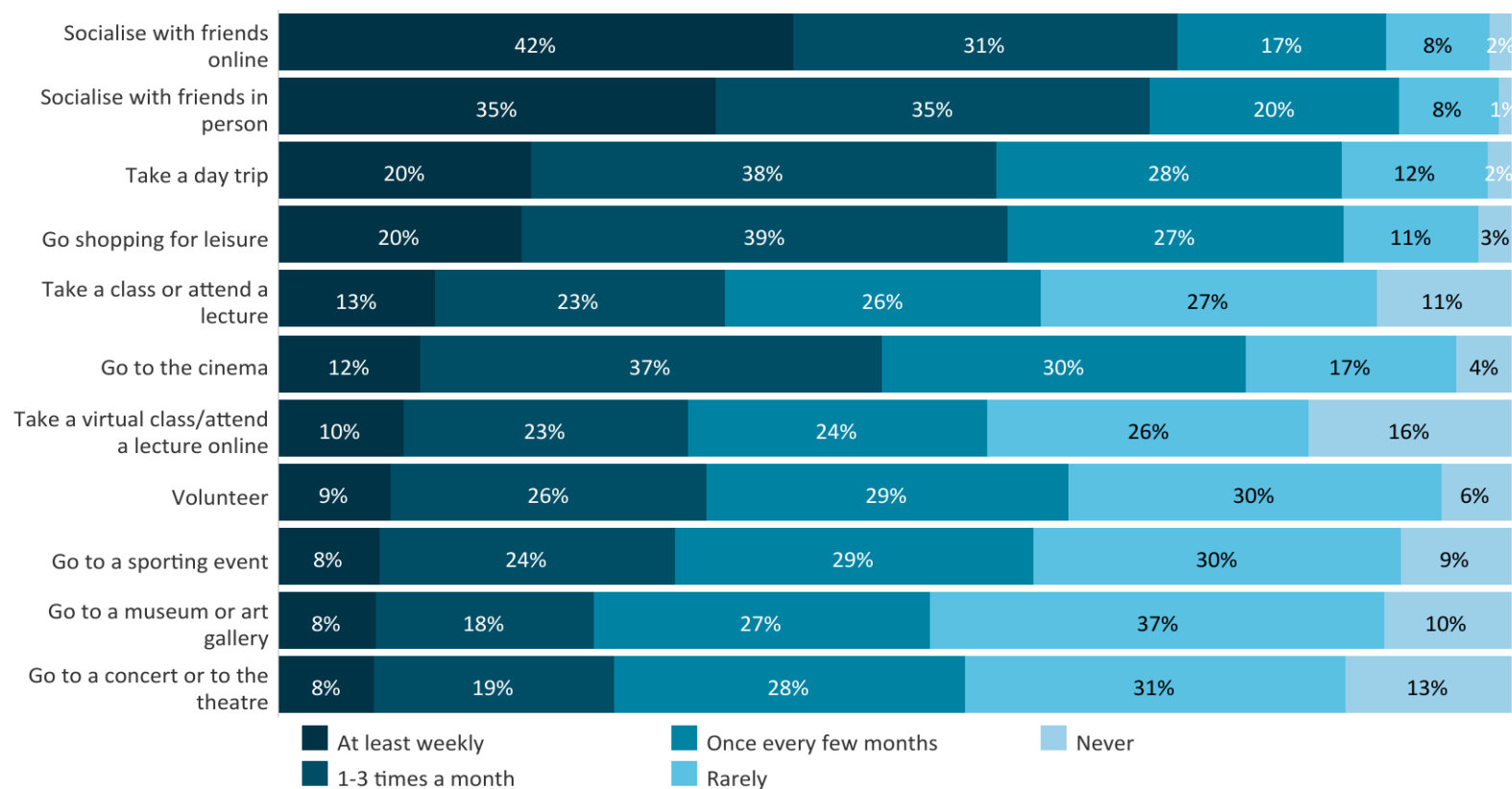
Source: Euromonitor International Lifestyles Survey 2020

# Leisure habits

## Frequency of leisure activities

n= 1,057

% of respondents



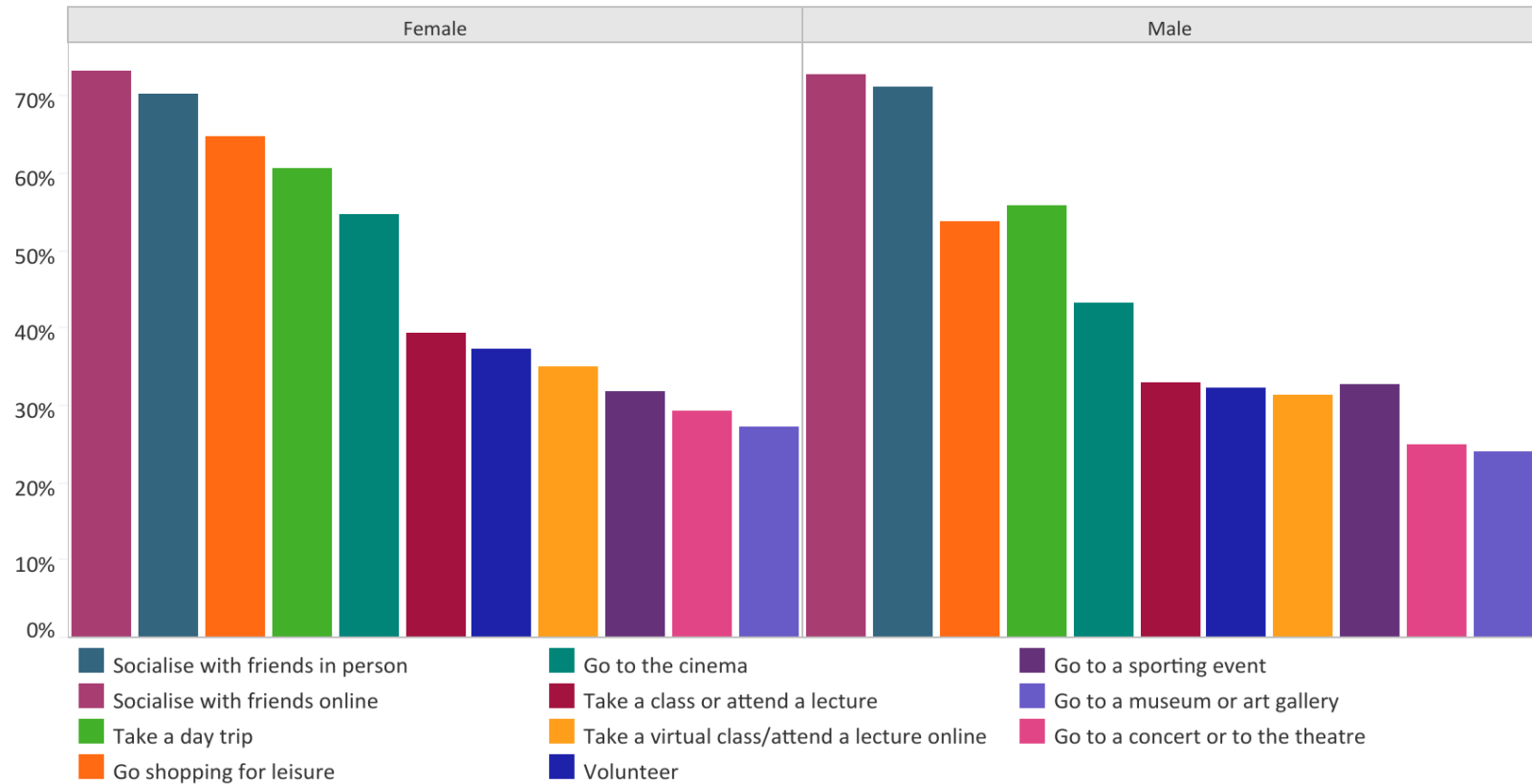
Source: Euromonitor International Lifestyles Survey 2020

# Leisure habits by gender

Frequency of leisure activities

n= 1,057

% of respondents by age (At least monthly)



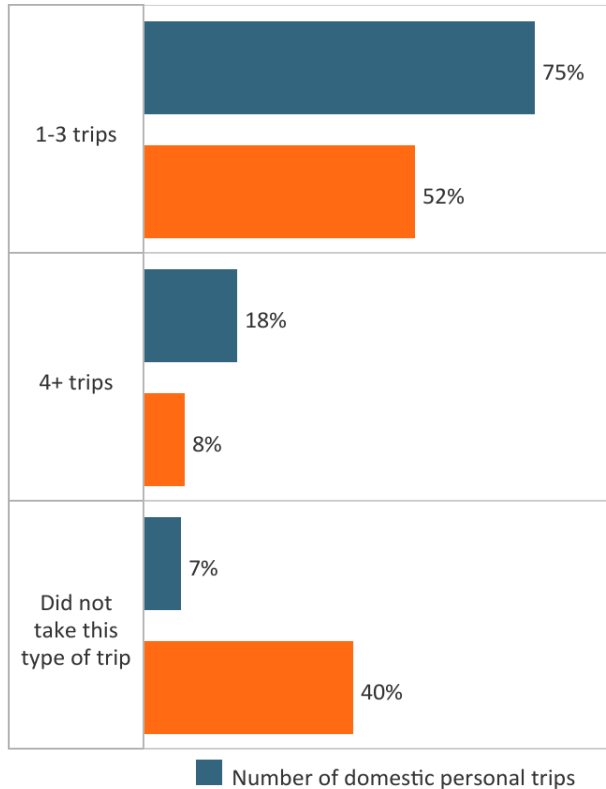
Source: Euromonitor International Lifestyles Survey 2020

# Leisure: vacations

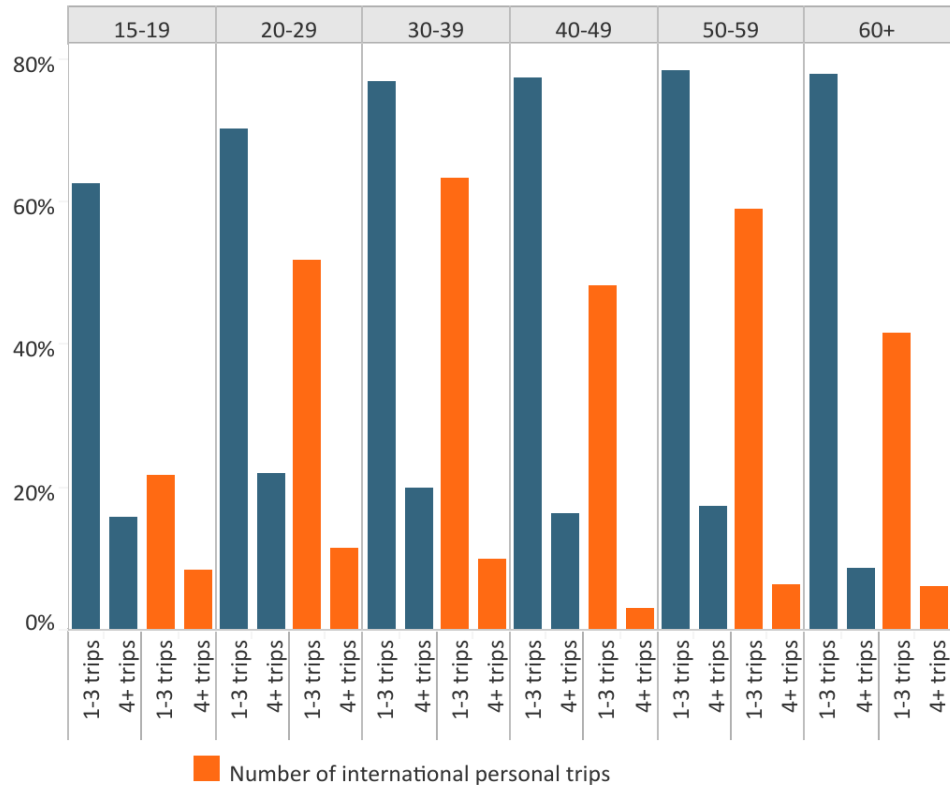
Number of domestic and overseas trips in the previous 12 months

n= 1,057

% of respondents



% of respondents by age



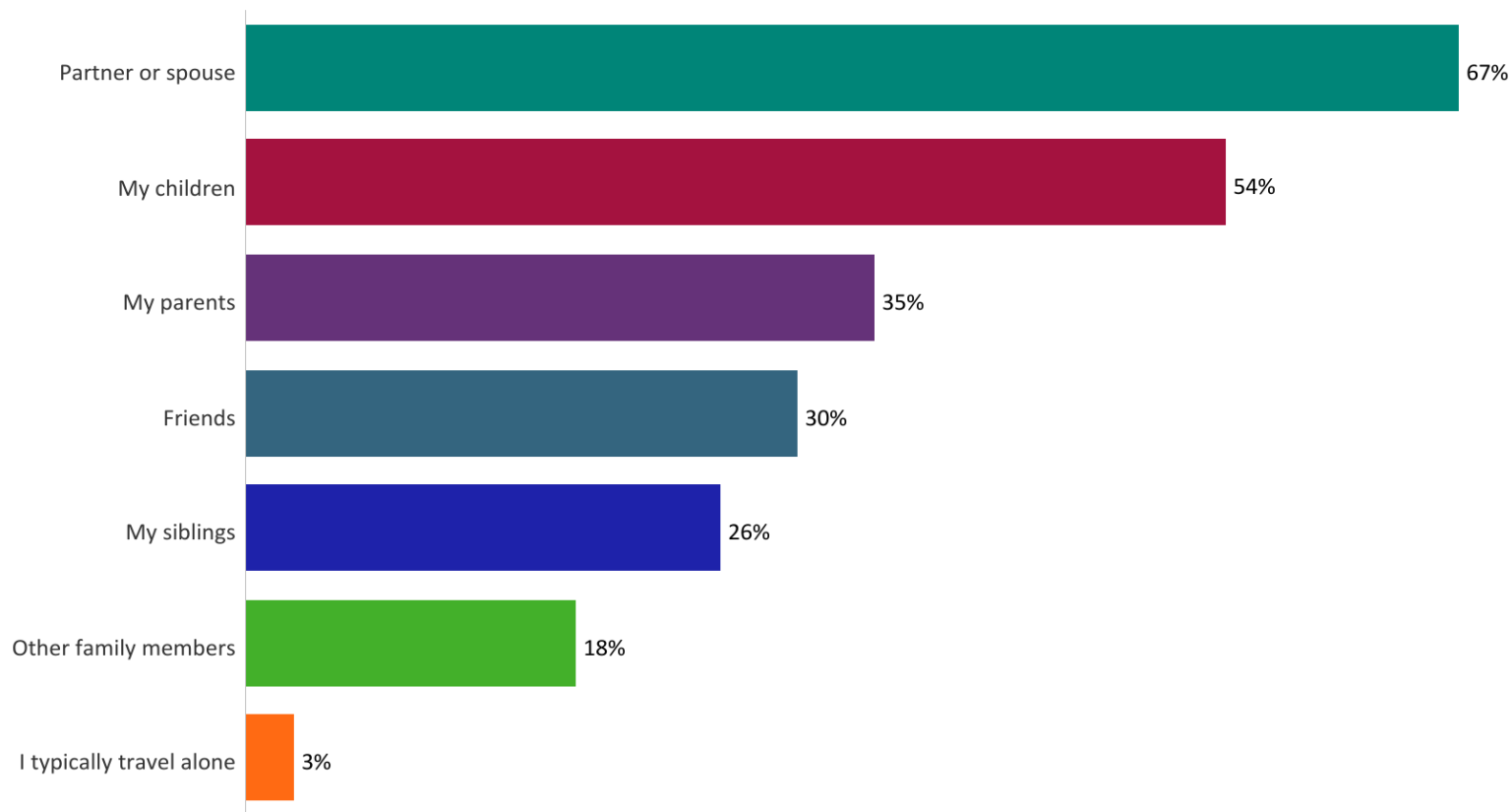
Source: Euromonitor International Lifestyles Survey 2020

## Leisure: travel companions

Typical vacation/holiday travel companions

n= 1,057

% of respondents



Source: Euromonitor International Lifestyles Survey 2020

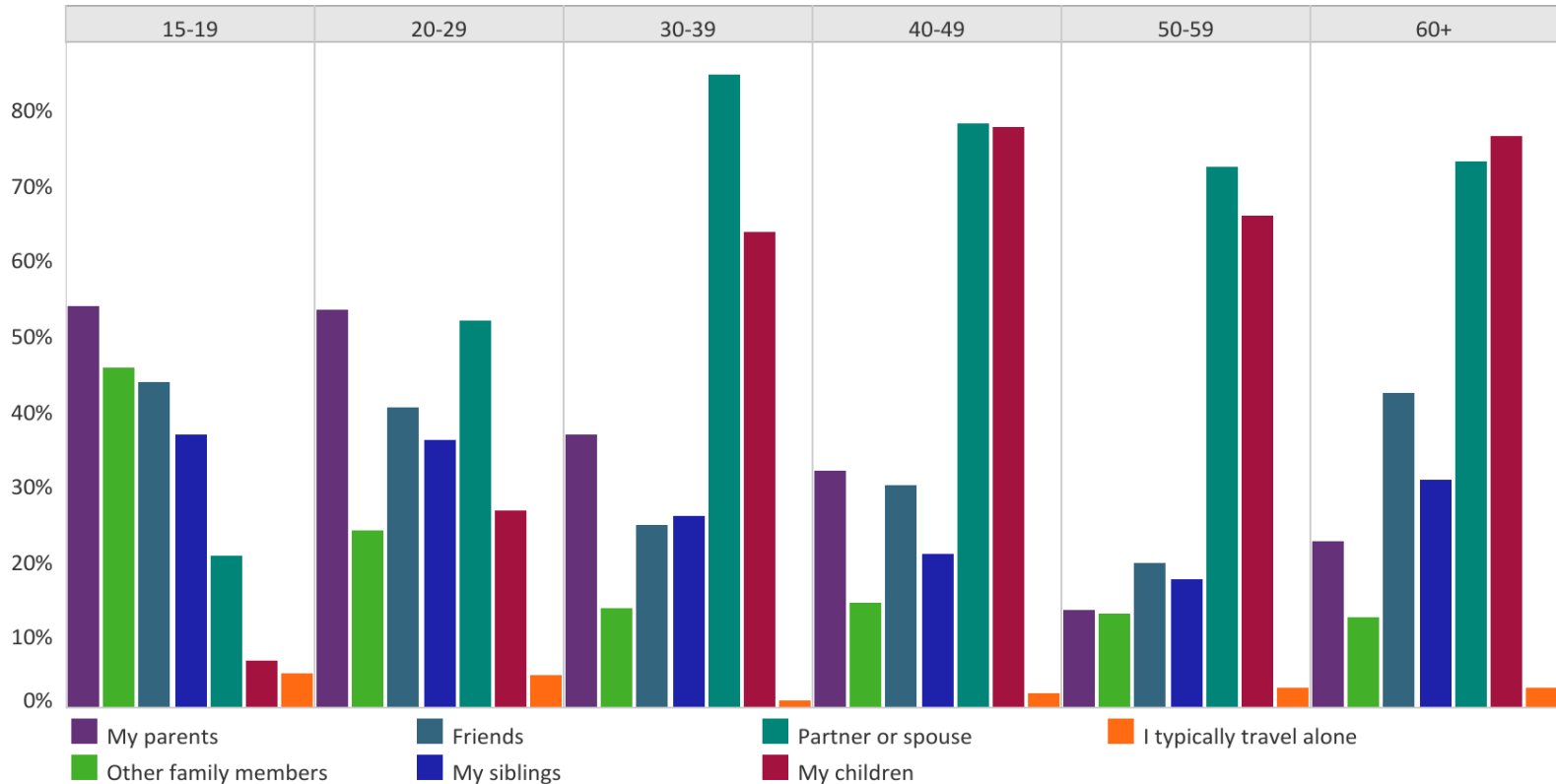


# Leisure: travel companions by age

Typical vacation/holiday travel companions

n= 1,057

% of respondents by age



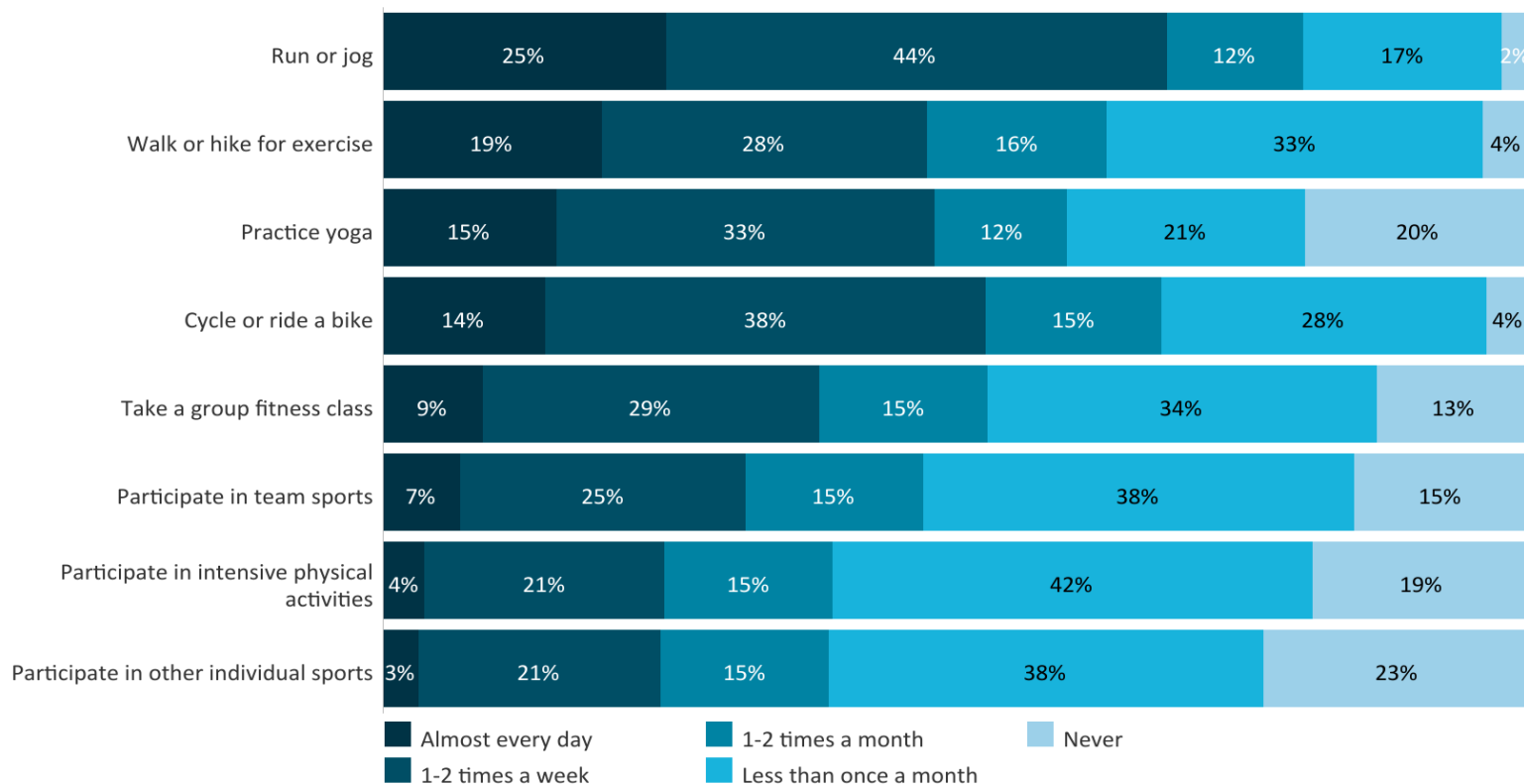
Source: Euromonitor International Lifestyles Survey 2020

# Health: exercise habits

Frequency of exercise by type

n= 949

% of respondents



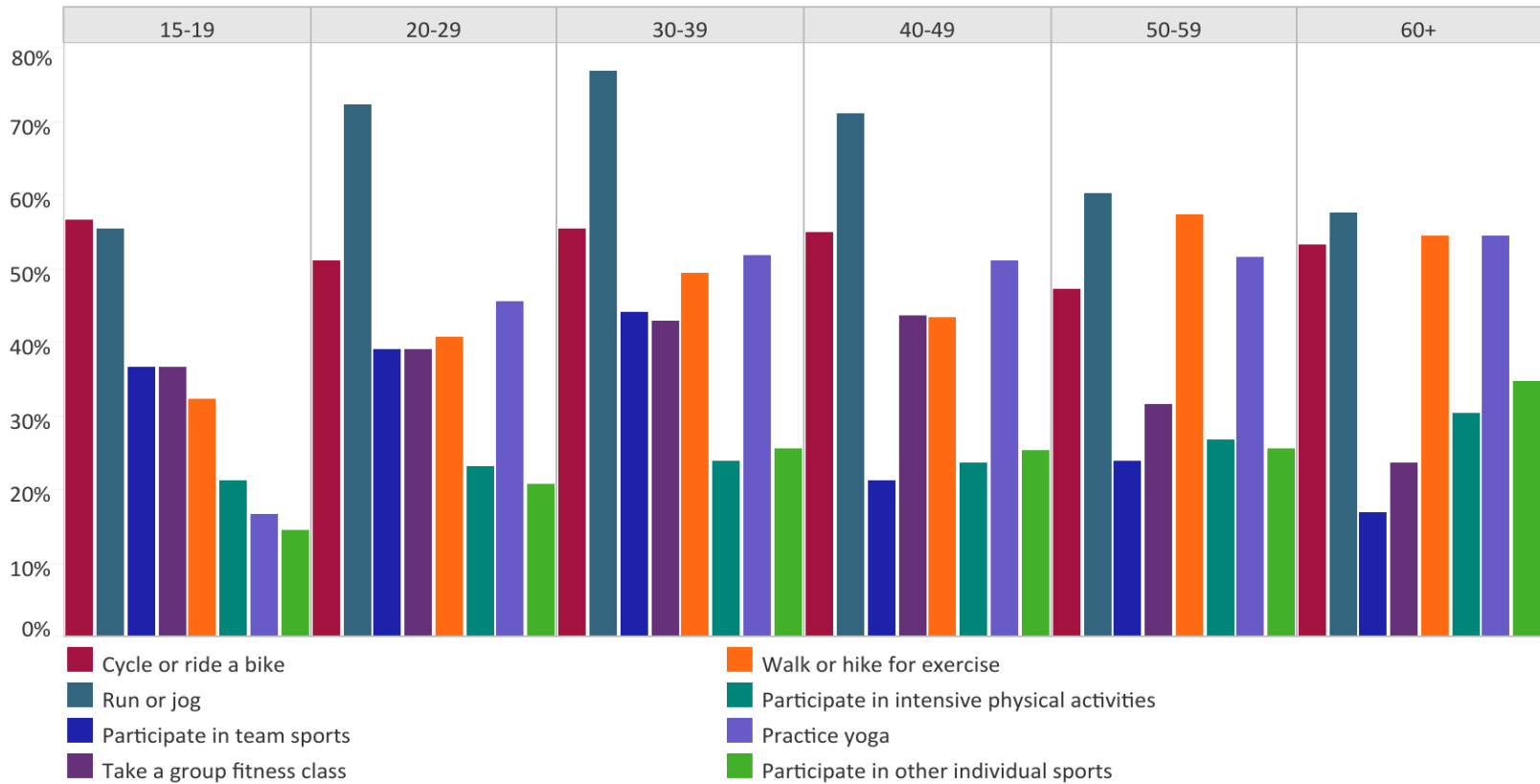
Source: Euromonitor International Lifestyles Survey 2020

# Health: exercise habits by age

Frequency of exercise by type

n= 949

% of respondents by age (At least weekly)



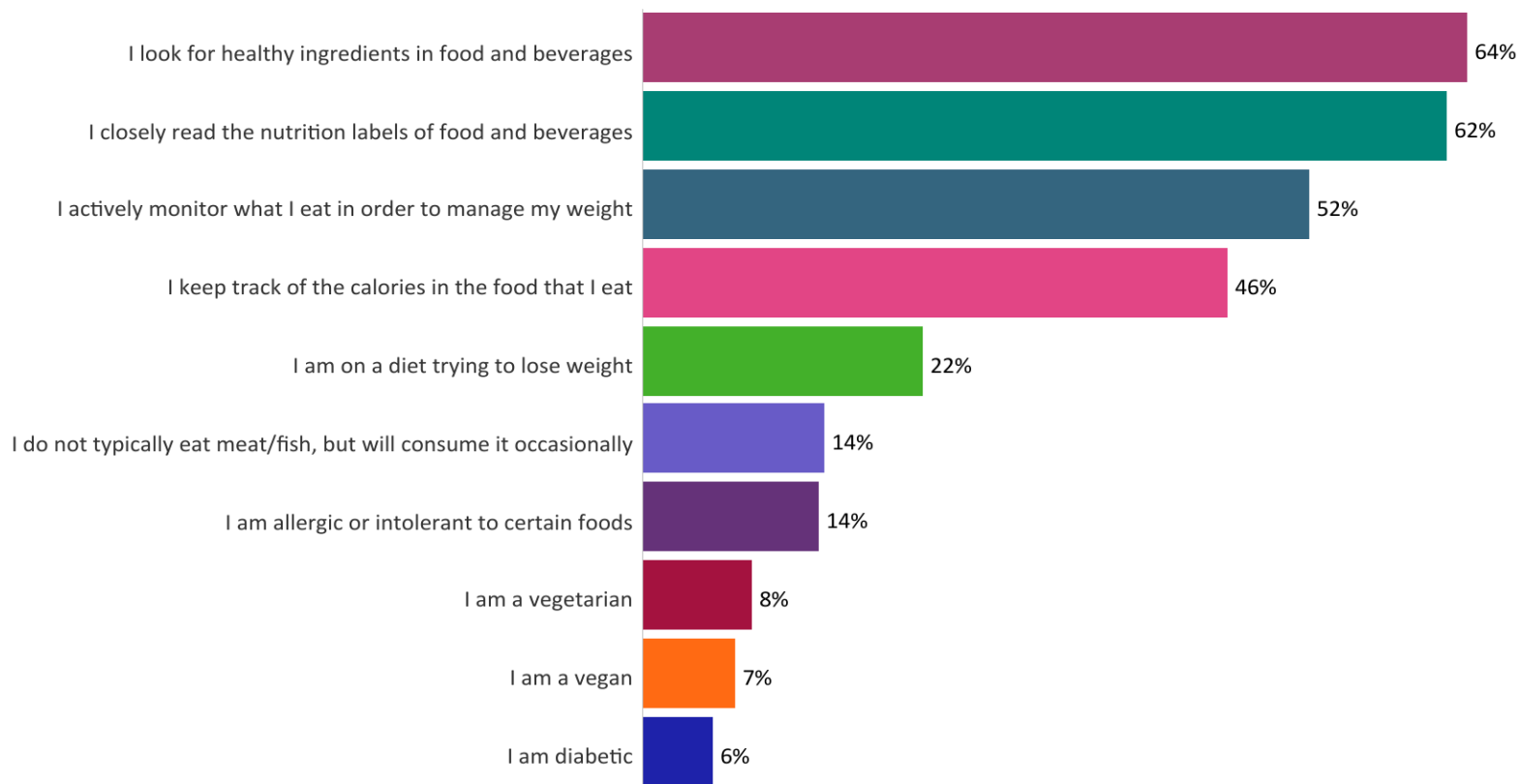
Source: Euromonitor International Lifestyles Survey 2020

## Health: dietary restrictions

### Dietary choices and restrictions

n= 1,057

% of respondents



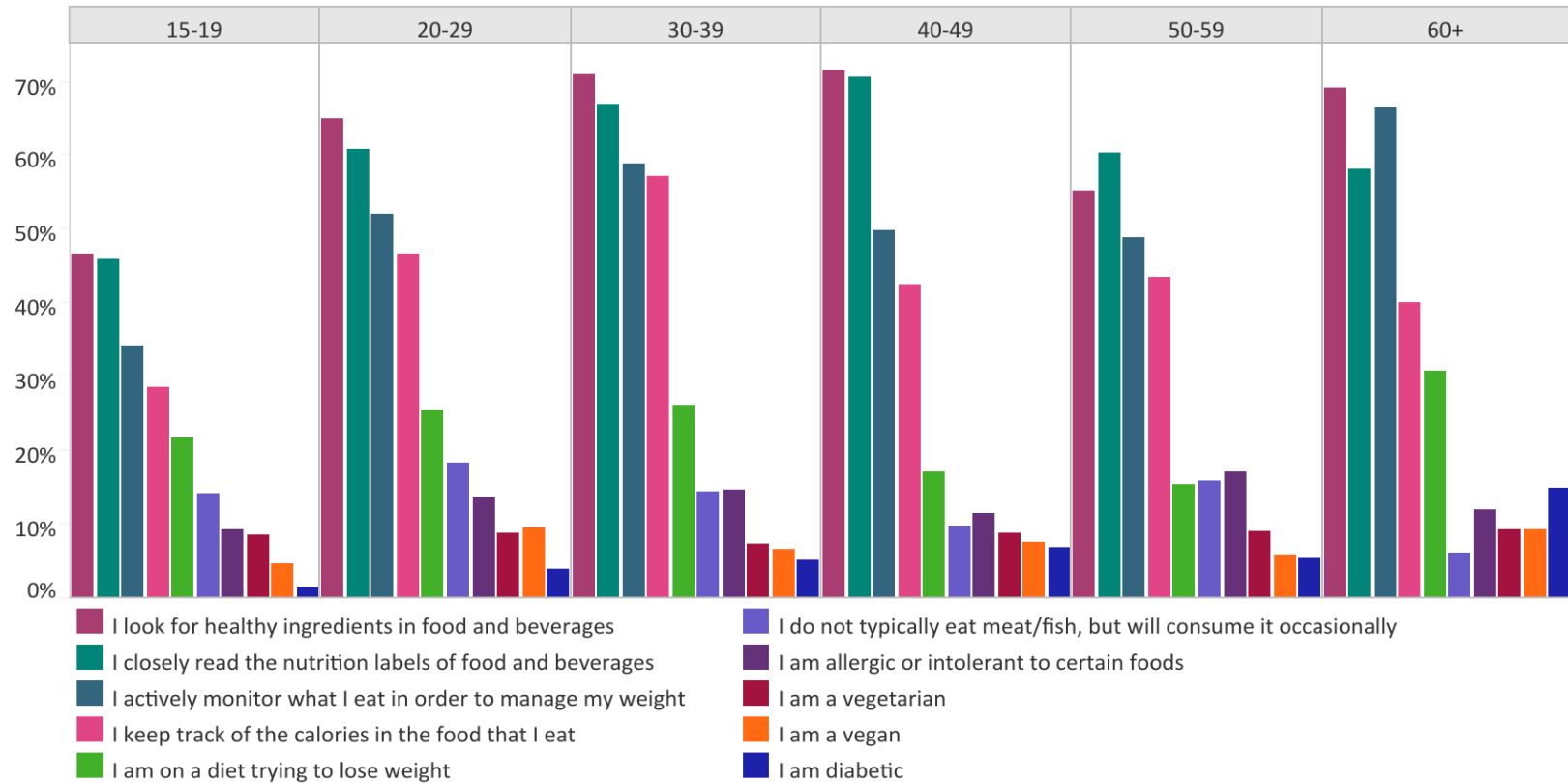
Source: Euromonitor International Lifestyles Survey 2020

# Health: dietary restrictions by age

Dietary choices and restrictions

n= 1,057

% of respondents by age



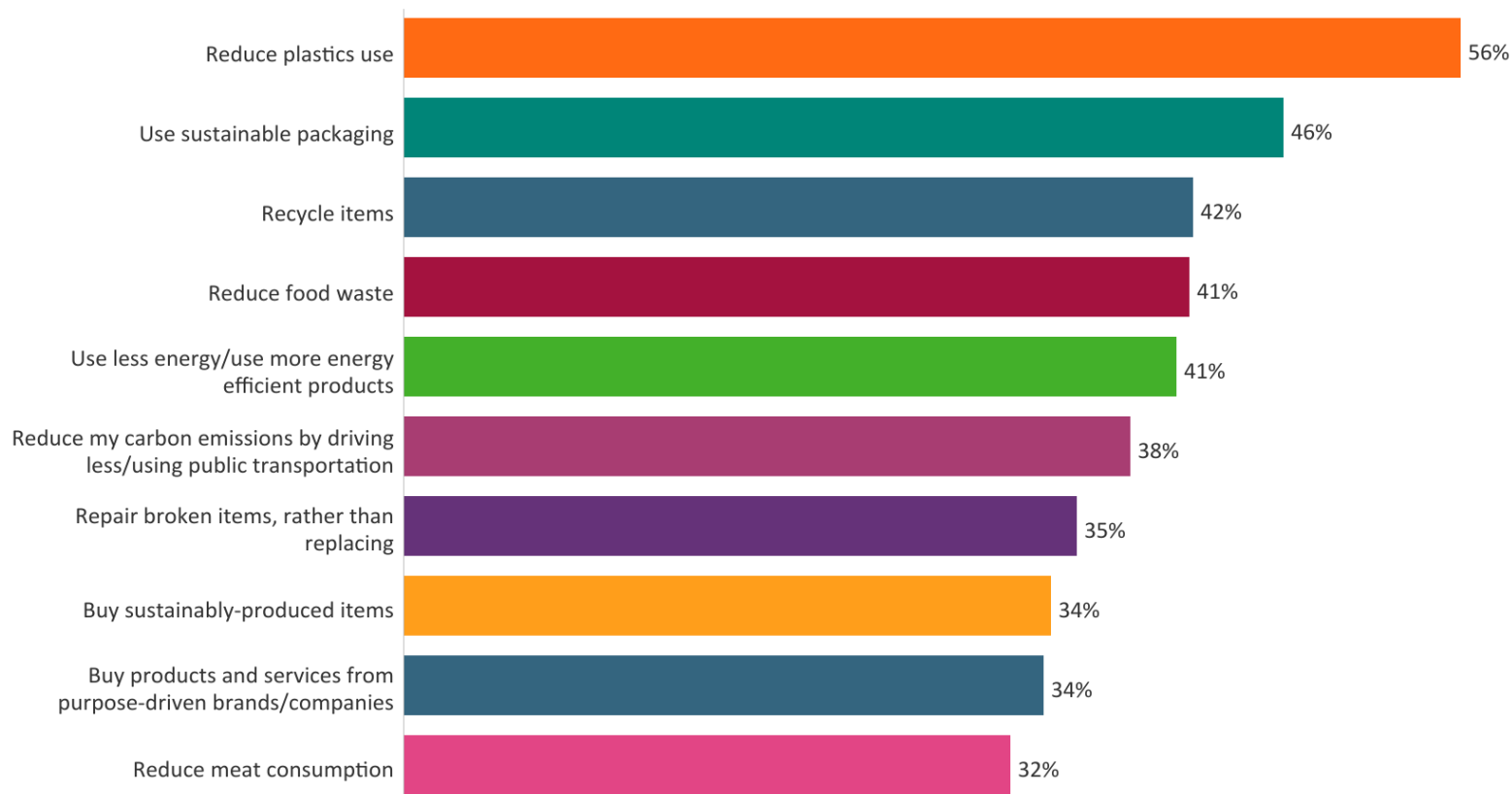
Source: Euromonitor International Lifestyles Survey 2020

## Ethical life: green behaviours and activism

### Environmental and sustainable habits

n= 800

% of respondents



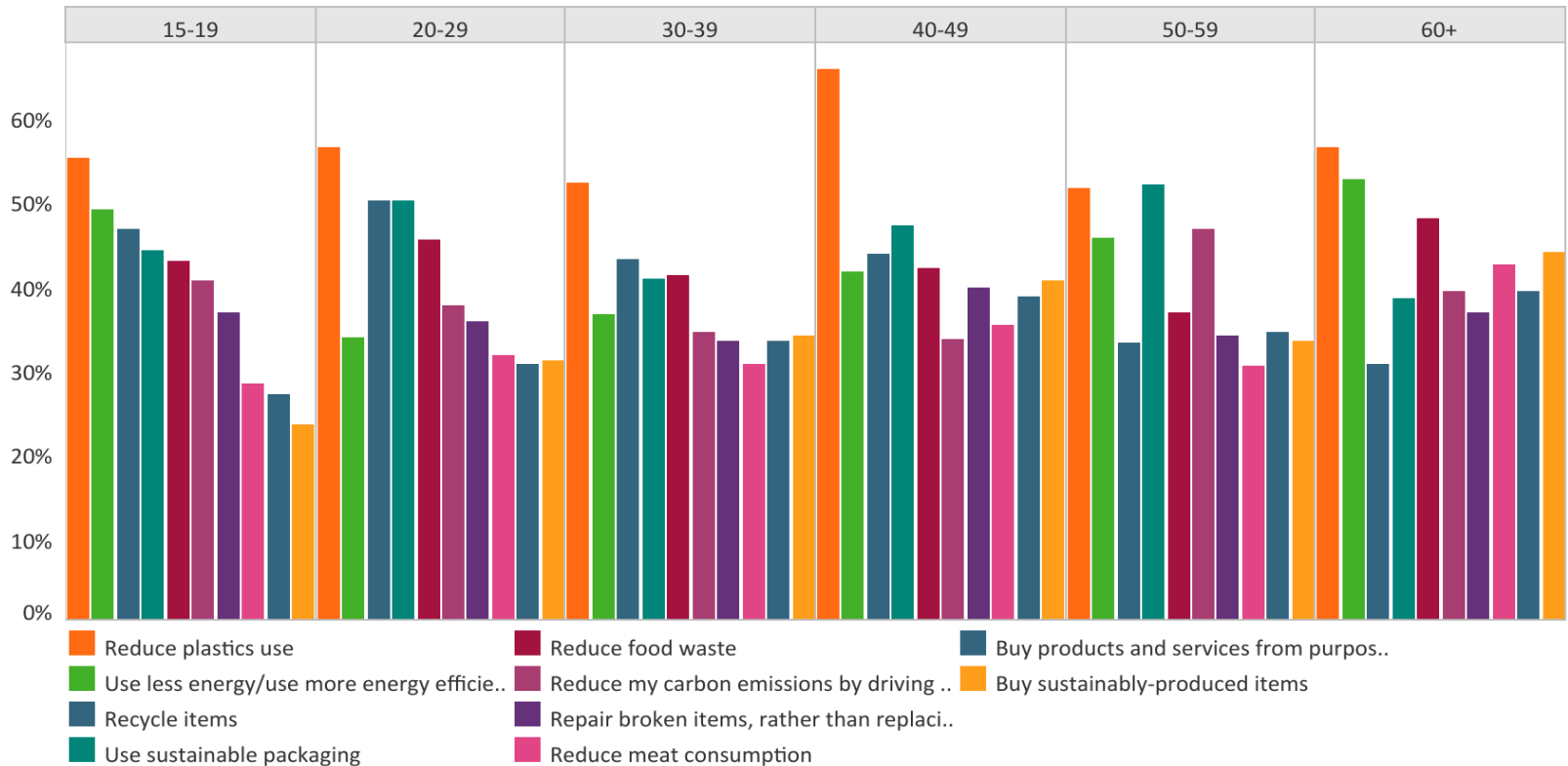
Source: Euromonitor International Lifestyles Survey 2020

# Ethical life: green behaviours and activism by age

Environmental and sustainable habits

n= 800

% of respondents by age



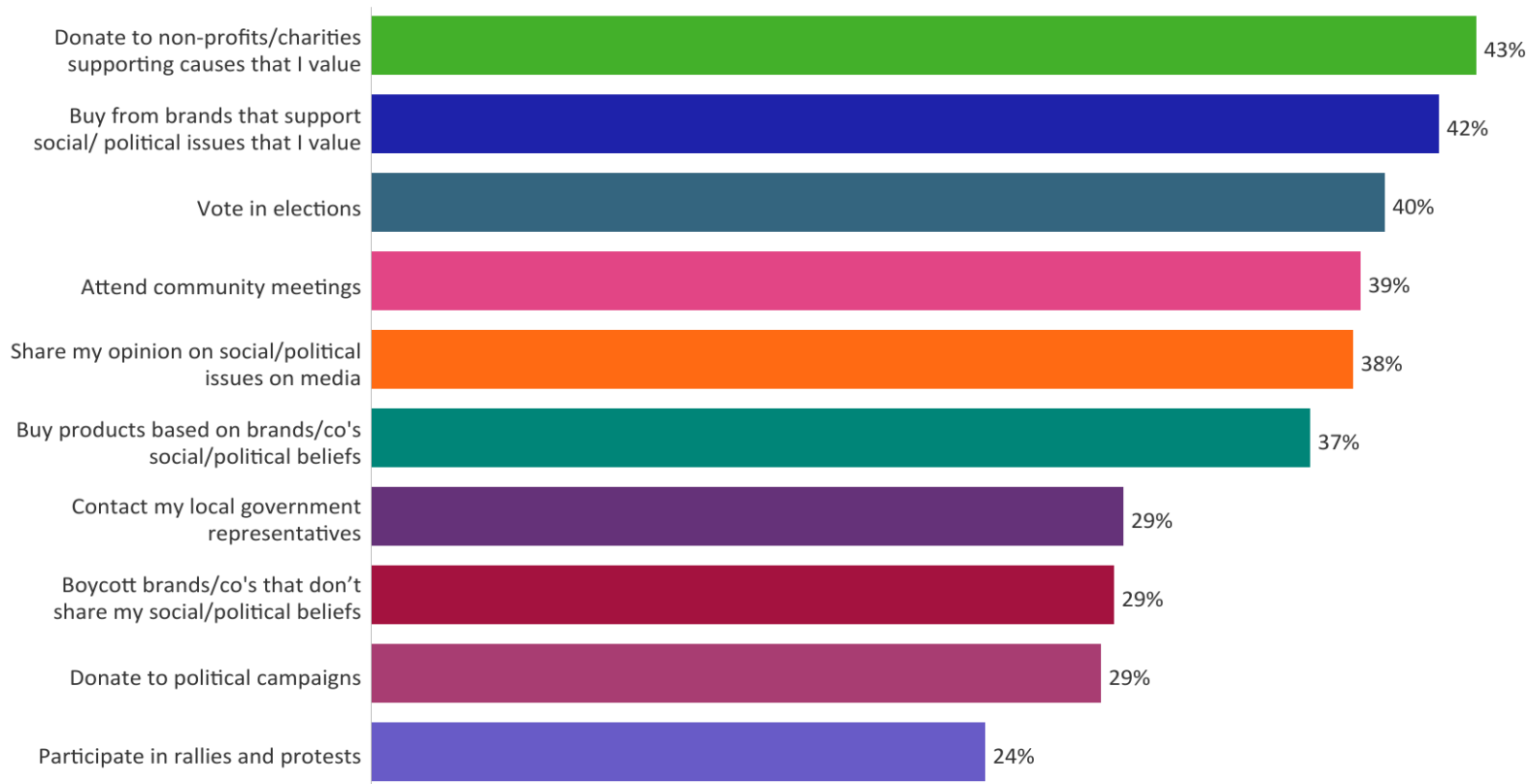
Source: Euromonitor International Lifestyles Survey 2020

## Ethical: involvement in political and social issues

### Activities in political and social issues

n= 546

% of respondents



Source: Euromonitor International Lifestyles Survey 2020

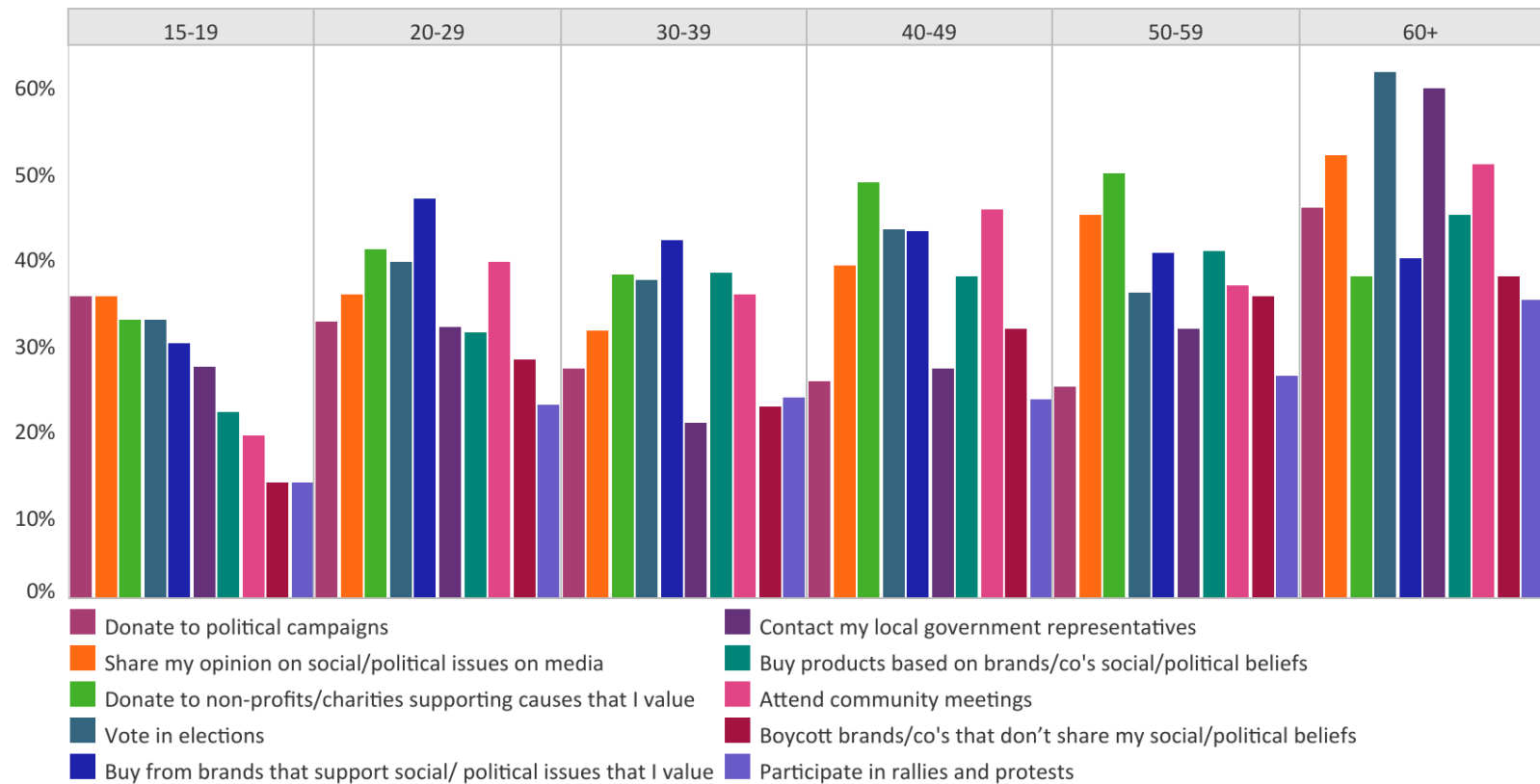


# Ethical: involvement in political and social issues by age

Activities in political and social issues

n= 546

% of respondents by age



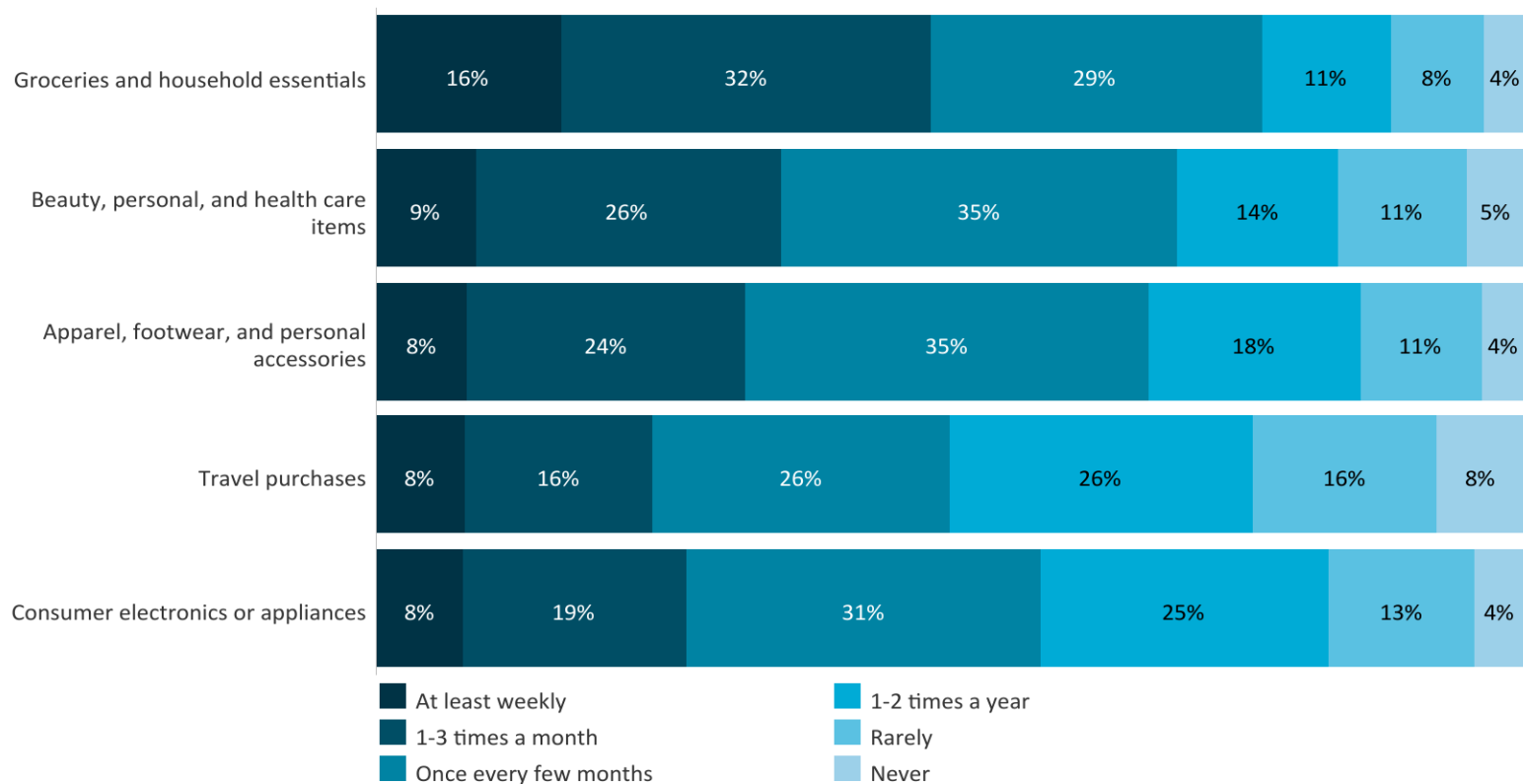
Source: Euromonitor International Lifestyles Survey 2020

# Shopping: frequency

Frequency of shopping for various products/items

n= 1,057

% of respondents

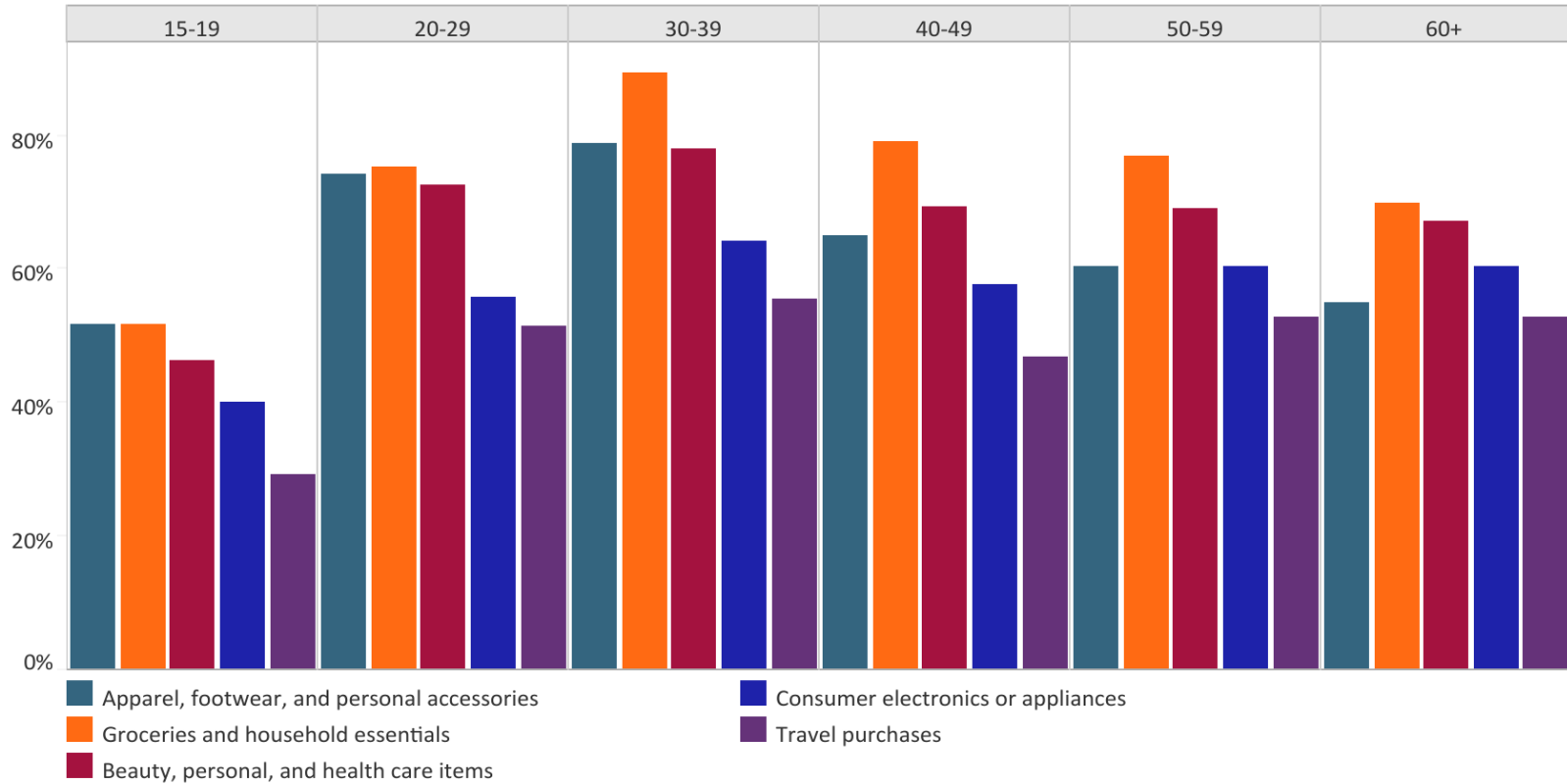


Source: Euromonitor International Lifestyles Survey 2020

# Shopping: frequency by age

Frequency of shopping for various products/items  
n= 1,057

% of respondents by age (At least monthly)



Source: Euromonitor International Lifestyles Survey 2020

## Shopping: research and compare channels

Channels used to research and compare products over the past year

n= 1,057

% of respondents

	In store/in person	On computer or tablet	On smartphone	Did not research this product
Food for Takeaway or Delivery	32%	33%	50%	10%
Large Consumer Electronics	41%	46%	37%	6%
Online Downloads	20%	43%	49%	14%
Small Consumer Electronics	49%	39%	49%	5%
Tickets	26%	33%	47%	15%
Toys, Games, Movies	22%	36%	42%	21%

Source: Euromonitor International Lifestyles Survey 2020

# Shopping: research and compare channels by age

Channels used to research and compare products over the past year

n= 1,057

% of respondents

		15-19	20-29	30-39	40-49	50-59	60+
Food for Takeaway or Delivery	In store/in person	29%	35%	33%	32%	29%	41%
	On computer or tablet	27%	33%	32%	37%	34%	34%
	On smartphone	37%	52%	55%	56%	47%	43%
	Did not research this product	19%	10%	7%	8%	11%	17%
Large Consumer Electronics	In store/in person	34%	40%	44%	46%	37%	37%
	On computer or tablet	29%	42%	44%	50%	52%	58%
	On smartphone	27%	36%	37%	41%	33%	55%
	Did not research this product	22%	7%	3%	4%	4%	6%
Online Downloads	In store/in person	16%	17%	21%	23%	21%	25%
	On computer or tablet	30%	41%	40%	48%	42%	64%
	On smartphone	48%	57%	49%	50%	43%	43%
	Did not research this product	21%	11%	13%	15%	15%	18%

Source: Euromonitor International Lifestyles Survey 2020

## Shopping: research and compare channels by age (cont.)

Channels used to research and compare products over the past year

n= 1,057

% of respondents

		15-19	20-29	30-39	40-49	50-59	60+
Small Consumer Electronics	In store/in person	40%	46%	46%	47%	58%	51%
	On computer or tablet	39%	38%	35%	43%	39%	52%
	On smartphone	30%	48%	54%	57%	44%	58%
	Did not research this product	14%	6%	1%	3%	4%	6%
Tickets	In store/in person	33%	27%	20%	26%	28%	26%
	On computer or tablet	29%	35%	30%	34%	31%	43%
	On smartphone	32%	50%	58%	45%	44%	43%
	Did not research this product	19%	12%	14%	17%	15%	22%
Toys, Games, Movies	In store/in person	24%	21%	21%	20%	25%	22%
	On computer or tablet	38%	34%	36%	36%	36%	46%
	On smartphone	36%	50%	48%	38%	35%	35%
	Did not research this product	20%	18%	15%	29%	23%	20%

Source: Euromonitor International Lifestyles Survey 2020

# Shopping: purchase channels

Product purchase channels over the past year

n= 1,057

% of respondents

	In store/in person	On computer or tablet	On smartphone	Did not purchase this product
Food for Takeaway or Delivery	32%	33%	50%	12%
Large Consumer Electronics	45%	40%	33%	6%
Online Downloads	19%	40%	49%	15%
Small Consumer Electronics	49%	38%	43%	4%
Tickets	29%	30%	47%	15%
Toys, Games, Movies	22%	33%	40%	23%

Source: Euromonitor International Lifestyles Survey 2020

# Shopping: purchase channels by age

Product purchase channels over the past year

n= 1,057

% of respondents

		15-19	20-29	30-39	40-49	50-59	60+
Food for Takeaway or Delivery	In store/in person	27%	31%	32%	34%	37%	15%
	On computer or tablet	33%	35%	30%	31%	33%	37%
	On smartphone	40%	48%	57%	55%	43%	49%
	Did not purchase this product	15%	10%	6%	11%	14%	26%
Large Consumer Electronics	In store/in person	36%	40%	48%	44%	52%	38%
	On computer or tablet	29%	37%	36%	40%	48%	50%
	On smartphone	27%	36%	31%	38%	26%	46%
	Did not purchase this product	13%	7%	5%	5%	4%	5%
Online Downloads	In store/in person	20%	15%	16%	23%	17%	35%
	On computer or tablet	31%	38%	38%	42%	42%	48%
	On smartphone	42%	56%	49%	53%	41%	47%
	Did not purchase this product	19%	12%	15%	12%	18%	14%

Source: Euromonitor International Lifestyles Survey 2020



## Shopping: purchase channels by age (cont.)

Product purchase channels over the past year

n= 1,057

% of respondents

		15-19	20-29	30-39	40-49	50-59	60+
Small Consumer Electronics	In store/in person	43%	46%	52%	51%	53%	43%
	On computer or tablet	29%	35%	30%	39%	45%	58%
	On smartphone	32%	40%	49%	49%	38%	47%
	Did not purchase this product	13%	6%	3%	3%	2%	3%
Tickets	In store/in person	35%	30%	26%	28%	29%	28%
	On computer or tablet	21%	28%	26%	30%	39%	26%
	On smartphone	36%	51%	58%	48%	35%	46%
	Did not purchase this product	19%	11%	11%	17%	18%	22%
Toys, Games, Movies	In store/in person	25%	23%	18%	21%	22%	21%
	On computer or tablet	29%	32%	35%	30%	37%	37%
	On smartphone	42%	46%	44%	36%	34%	32%
	Did not purchase this product	18%	21%	19%	31%	26%	26%

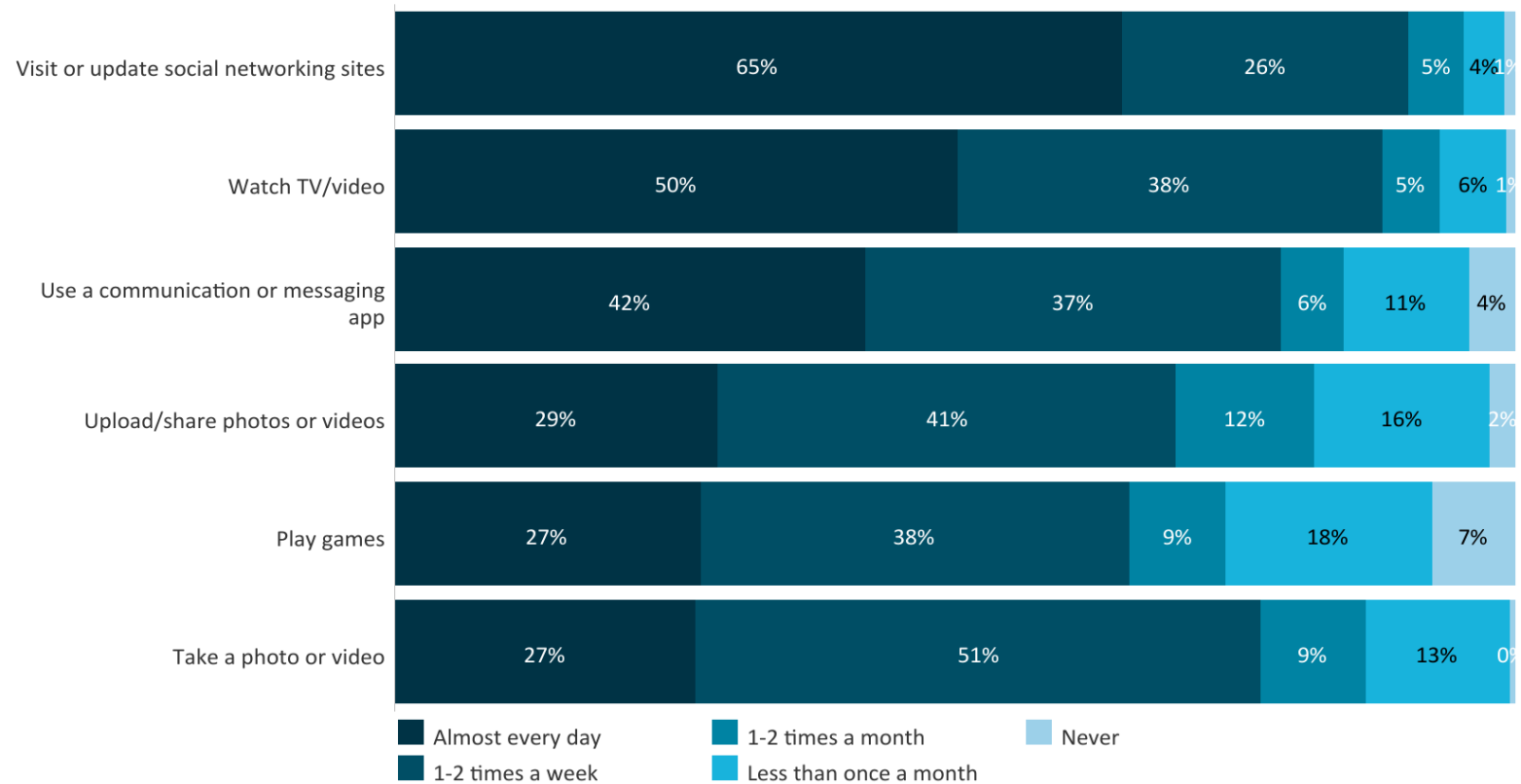
Source: Euromonitor International Lifestyles Survey 2020

# Technology: mobile phone activities

Technology: Frequency of mobile phone activities

n= 931

% of respondents



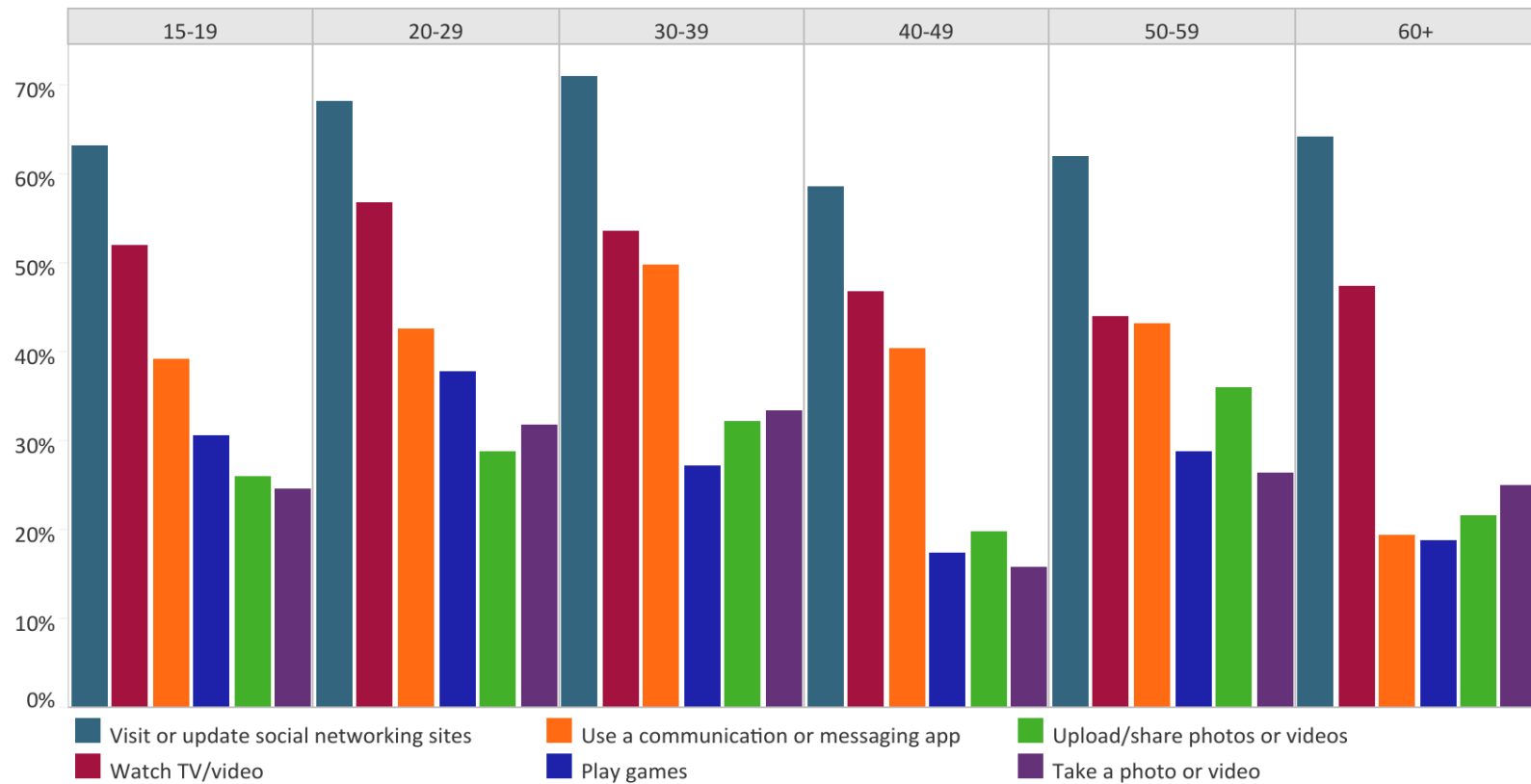
Source: Euromonitor International Lifestyles Survey 2020

# Technology: mobile phone activities by age

Technology: Frequency of mobile phone activities

n= 931

% of respondents by age (Almost every day)



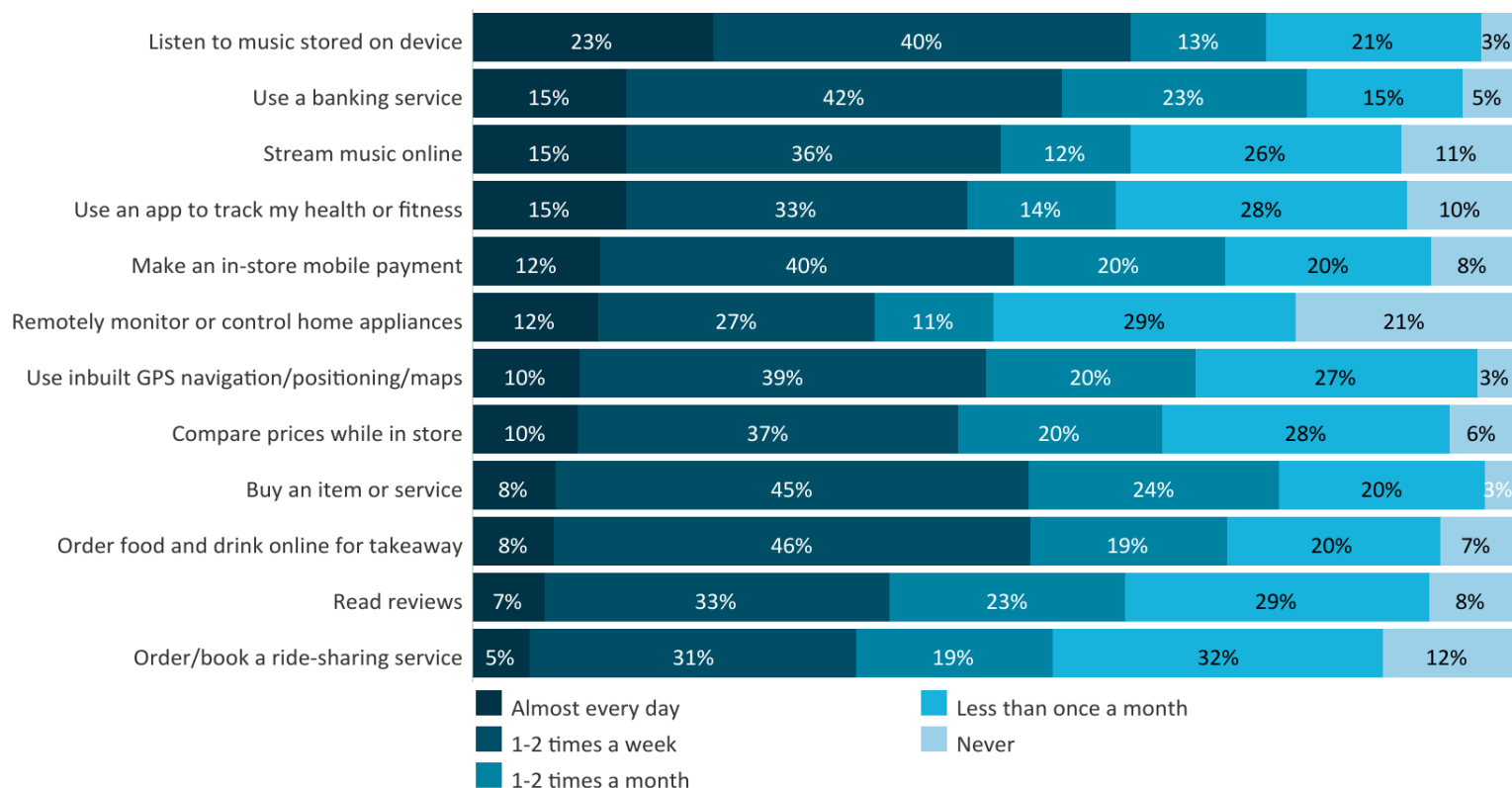
Source: Euromonitor International Lifestyles Survey 2020

# Technology: services accessed on a mobile phone

## Frequency of other mobile phone activities

n= 931

% of respondents



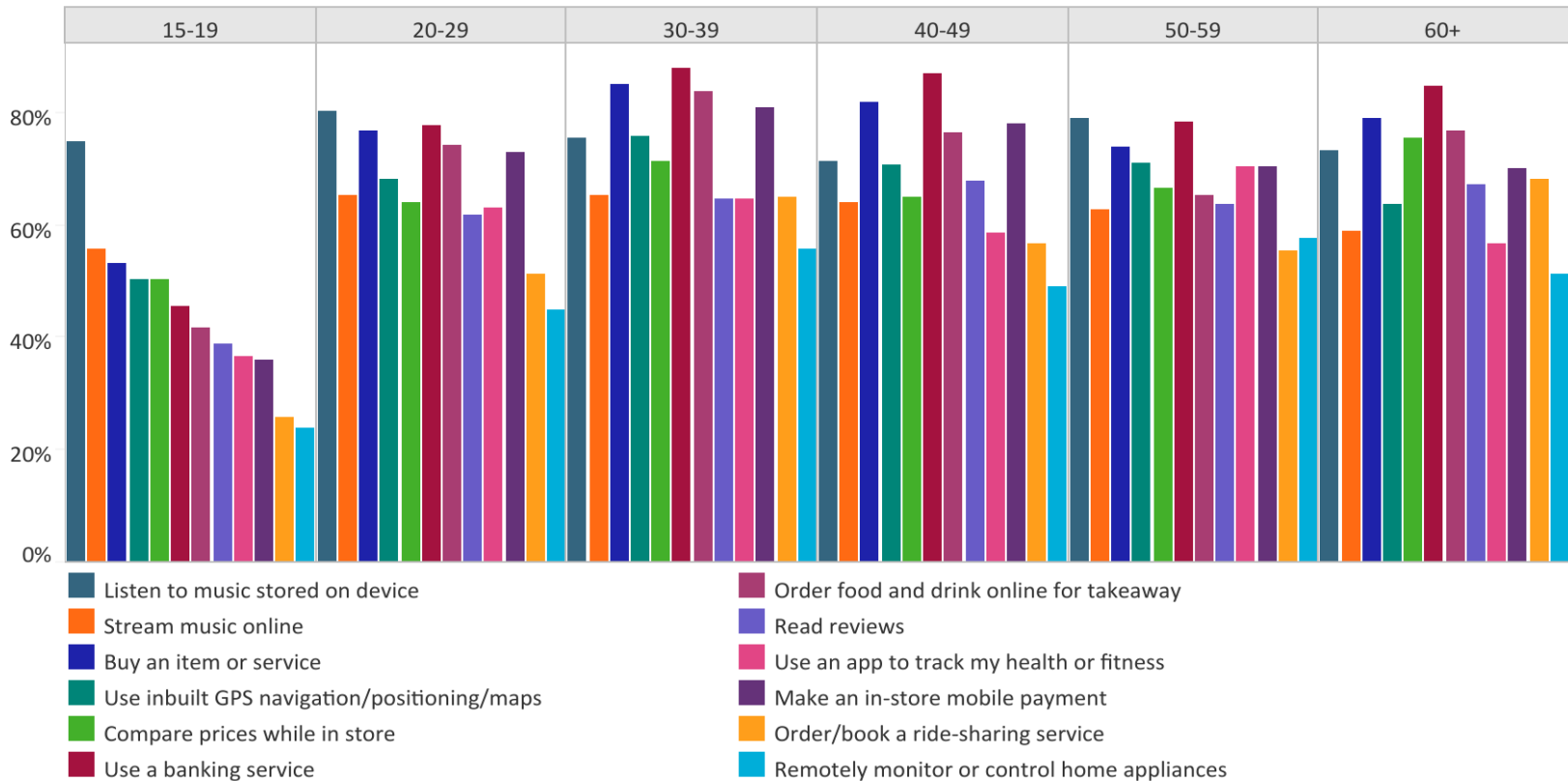
Source: Euromonitor International Lifestyles Survey 2020

# Technology: services accessed on a mobile phone by age

Frequency of other mobile phone activities

n= 931

% of respondents by age (More often than once a month)



Source: Euromonitor International Lifestyles Survey 2020



# Passport

**FOR FURTHER INSIGHT PLEASE CONTACT**



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