



What's shaping  
**THE YOUTH  
LIFESTYLES**

# What's inside

A more youthful generation of consumers are attracting the attention of marketers. This is your chance to get a jump on what they are doing, moving towards & what's inspiring them in 1<sup>st</sup> half of 2019.

Ask yourself: What products, services and other ideas can your business spotlight—in stores or online—to help get closed to the young generation nowadays?

01  
EATERY

02  
SHOPPING

03  
FASHION

04  
ENTERTAINMENT

05  
TRAVELLING

O

# EATERY

Vietnamese Young Generation – WHAT THEY EAT & WHERE, WHEN TO FIND THEM?



**STREET FOODS**



**MILK TEA**



**JUNK FOODS**



**FOOD DELIVERY**

In the Vietnam food service scene, street foods are still the dominant choice of all ages. Besides, we also observe other kinds of eateries which are becoming the new trends among young generation.

# LET'S EXPLORE!



**LOCAL CAFÉ  
FRANCHISE**



**INSTAGRAM-FRIENDLY  
COFFEE SHOPS**



**SPECIALTY/ COLD  
BREW COFFEE**

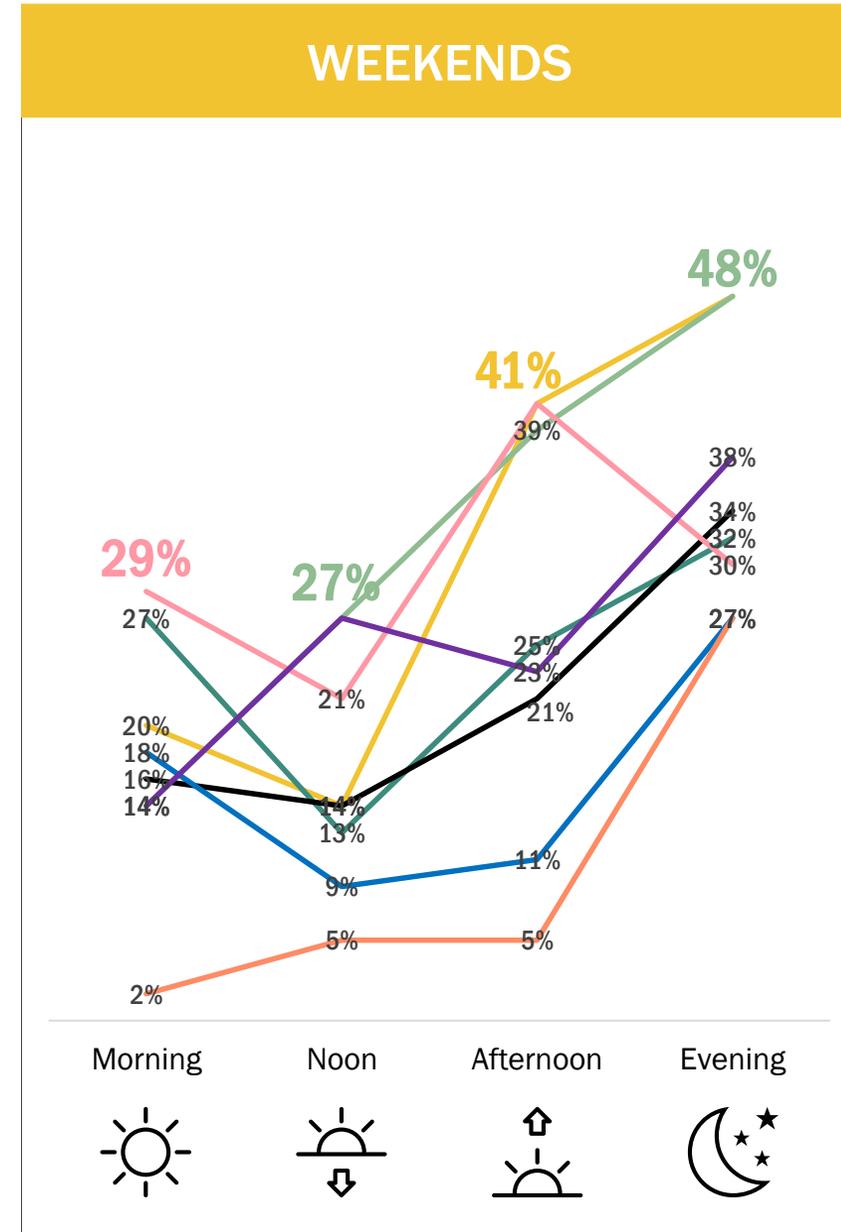
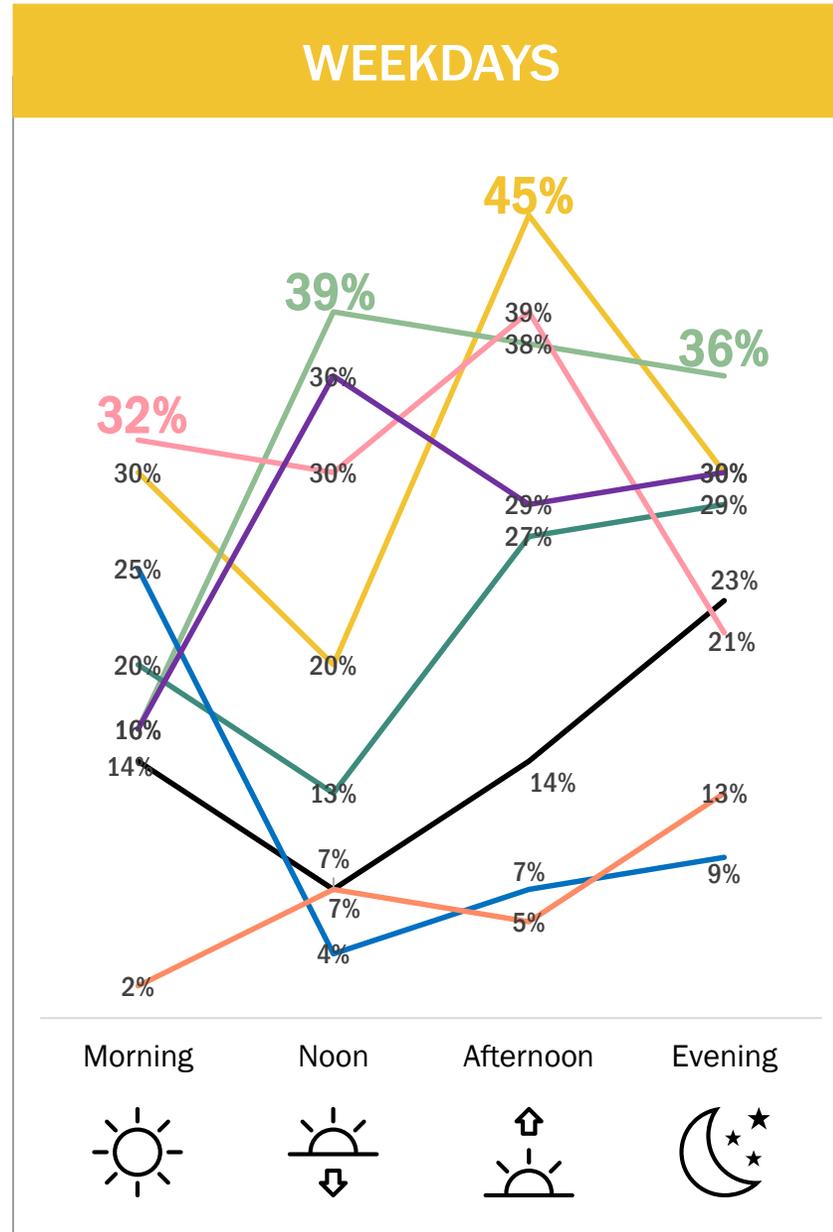


**CRAFT BEER  
CLUB**

# 15 - 19 years old

Beside junk foods which are the morning all-time-favorite choice of teenagers, street foods & boba milk tea are also preferred during most of the other day parts.

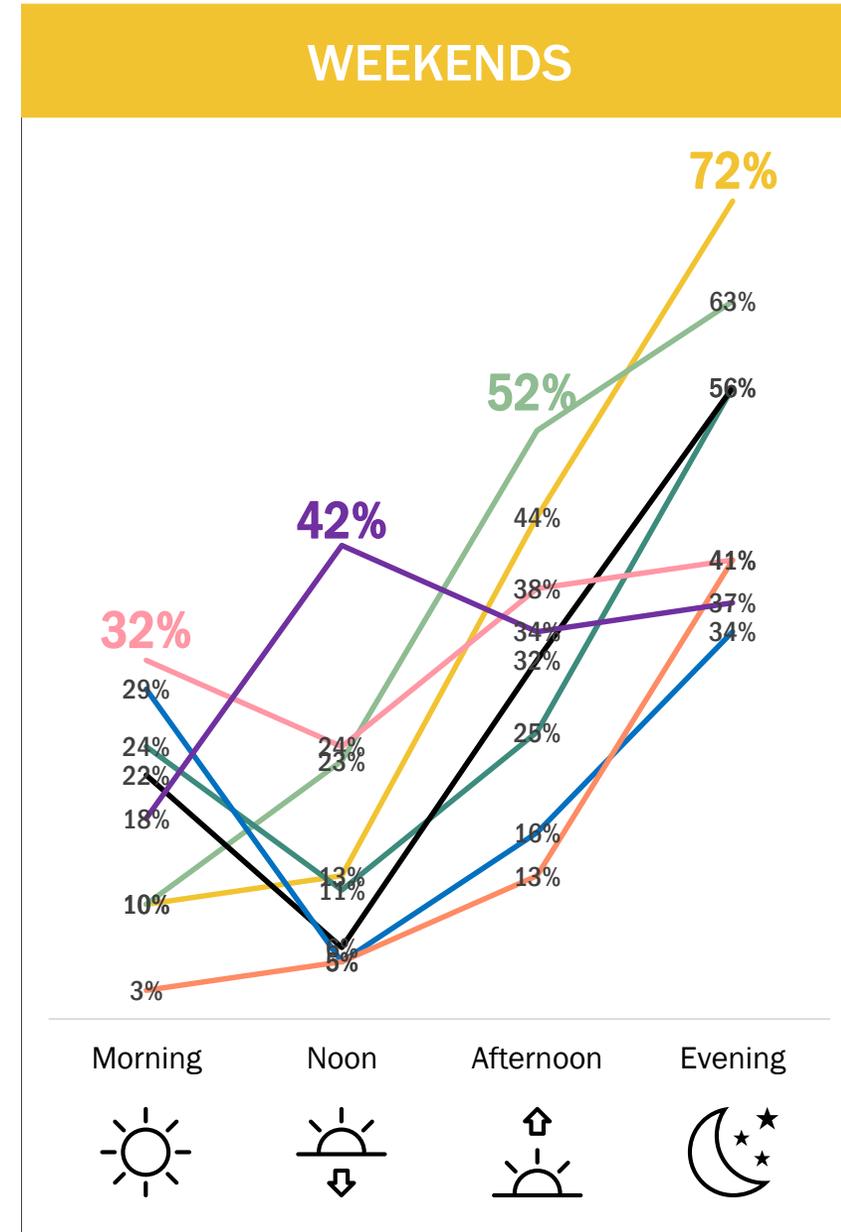
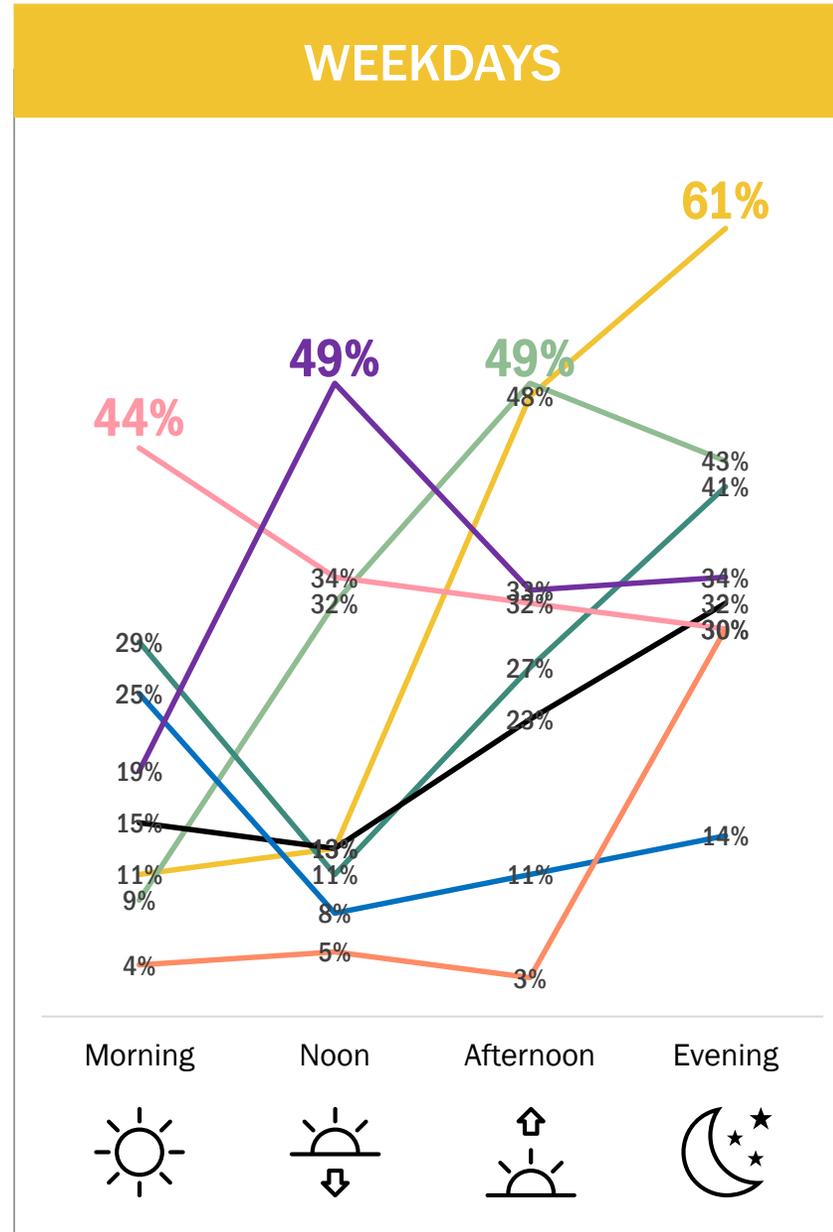
- Street food vendors
- Boba milk tea
- New junk foods
- Instagram-friendly coffee shop
- Specialty/ Cold brew coffee shops
- Famous local café franchise
- Craft beer club
- Food delivery service



# 20 - 24 years old

Youngsters in student ages or first jobbers tend to order foods for lunch time & drink milk tea on both weekdays & weekends. Their nightlife is also fulfilled by variety choices of street foods vendors.

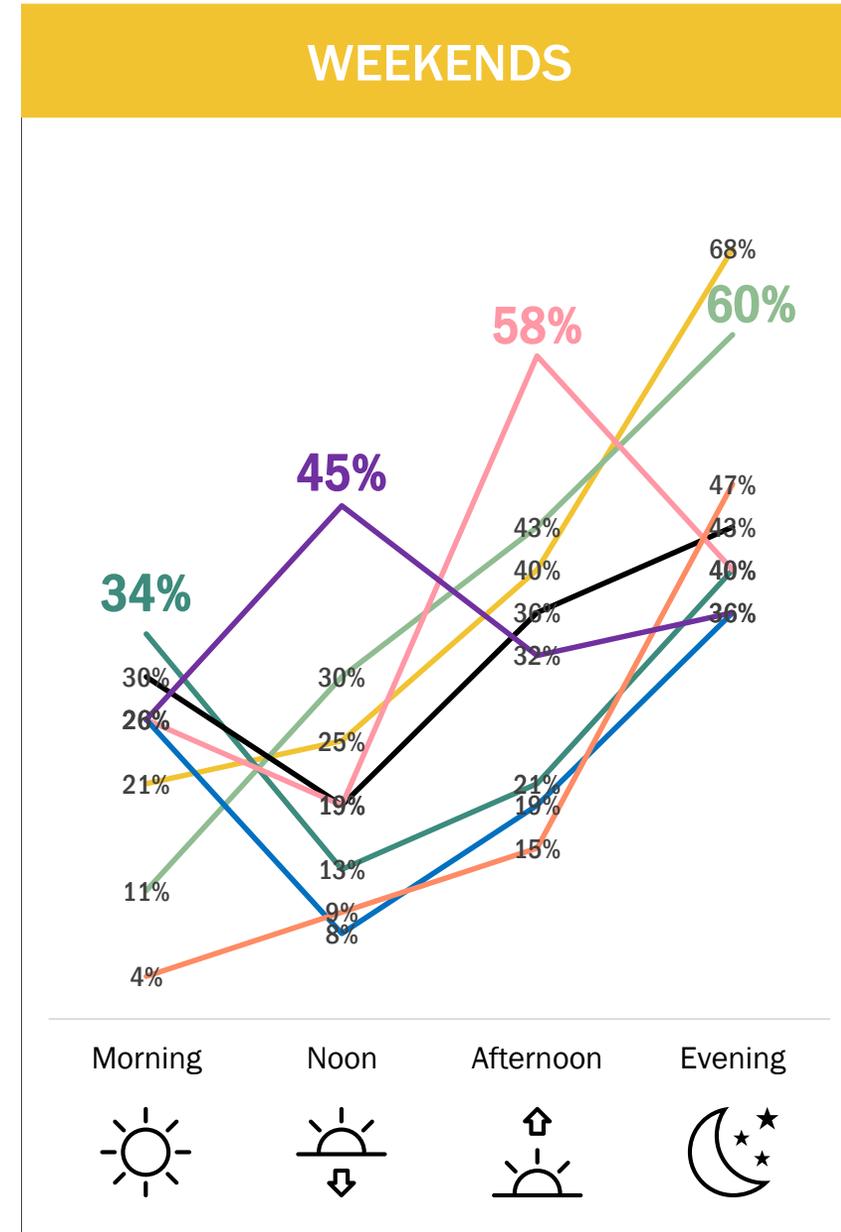
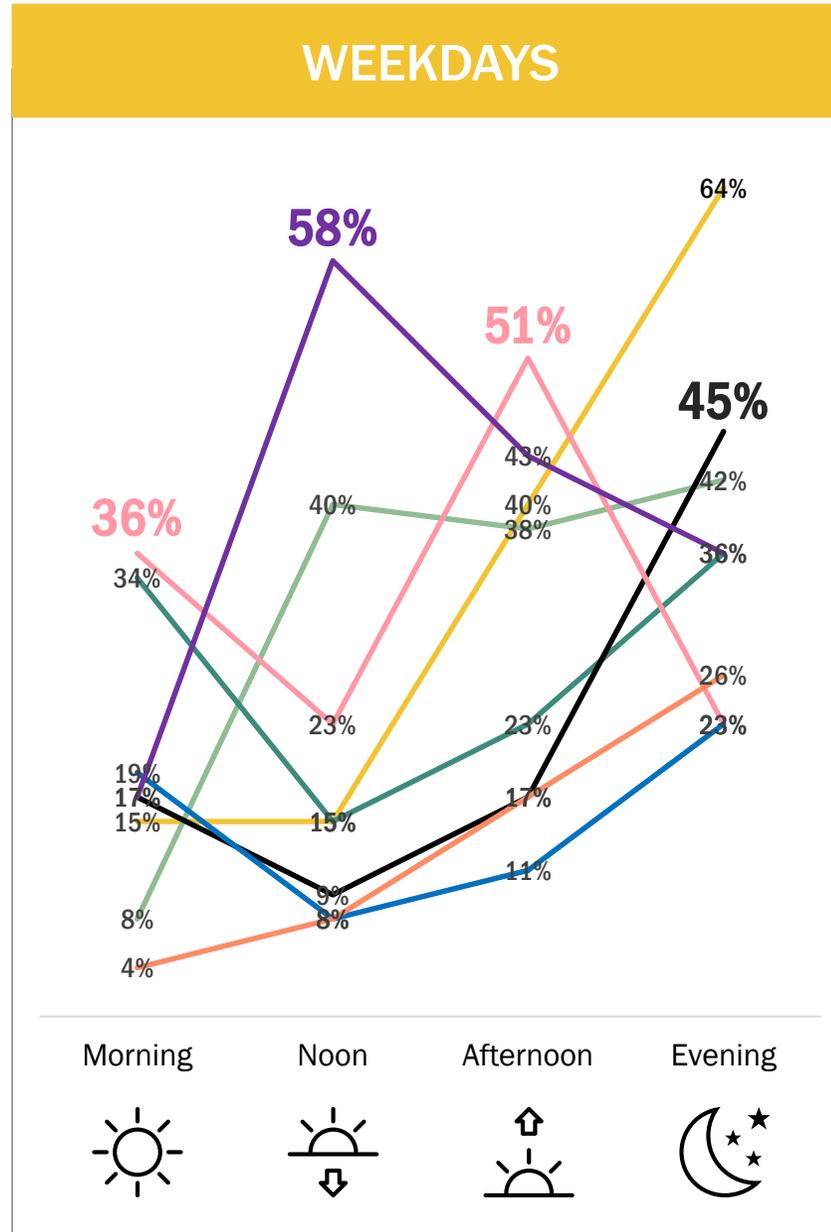
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# 25 - 30 years old

Also being the primary consumers for junk foods & delivery services during working hours, mature millennials become “ambience seekers” when spending more time to explore local café franchise & urban Instagram-friendly coffee shop.

- Street food vendors
- Boba milk tea
- New junk foods
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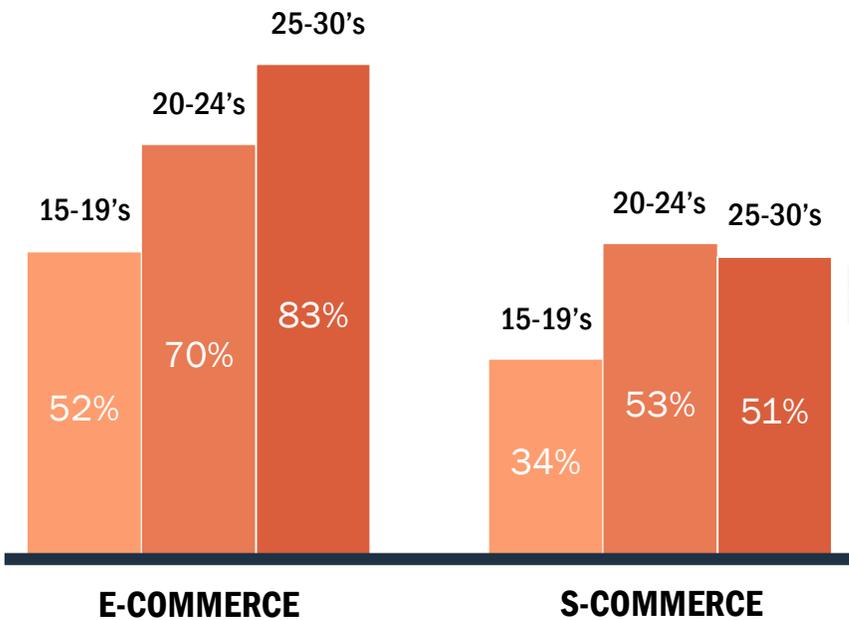


# SHOPPING

Vietnamese Young Generation – WHERE THEY OFTEN BUY GENERAL PRODUCTS & STUFFS?

# THE NEED FOR CONVENIENCE

The dramatic rise in both E-commerce & Social commerce points to Vietnamese consumers who are increasingly sophisticated & hungry for 'convenience'.



**E**  
**COMMERCE**



**68%**  
penetration

Ecommerce sites as Tiki, Shopee, Lazada, ... enable busy young people to buy anything they want in a very fast & convenient way. It's also a place where they can read other users' reviews carefully before making any purchase.

**S**  
**COMMERCE**



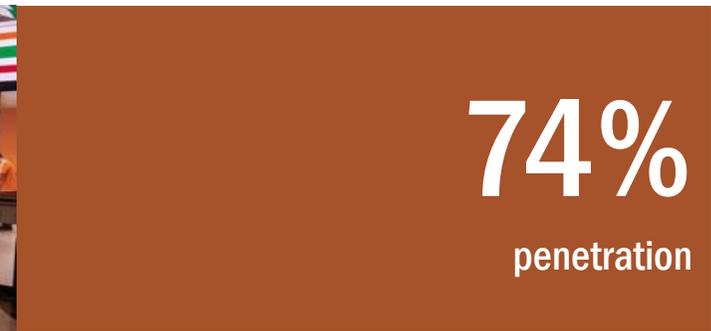
**47%**  
penetration

Most of young Vietnamese love to shop for many things on social media where they spend most of their time. They can message the seller directly to make an order or just simply comment under a post and the product will be shipped to them conveniently afterwards.

# #2

## 24H CONVENIENT STORES

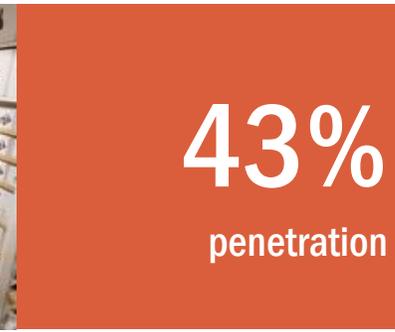
Wide range of product, high availability & its omnipresence make CVS a perfect hangout venue for young shoppers & time saver in their busy lifestyles.



# #3

## LOW-COST RETAILER & VARIETY STORES

Miniso, Daiso, Mumuso, Minigood, Usupso, ... are famous low cost stores for young people to find the product on their wish list with a very affordable price.



# #4

## FLEA MARKETS

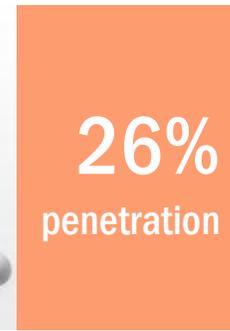
Flea markets are the venue for young people to look for unique crafted products or clothes from the assembly of many small shops/ local shops in one place.



# #5

## HAND CARRIAGE GOODS

For overseas products, there is hand carriage service that will purchase them from foreign countries & carry back to Vietnam with shipping cost & commission added.





# FASHION

Vietnamese Young Generation – WHAT THEY PREFER TO WEAR & WHERE THEY BUY THEM?

# FASHION STYLES youngsters ARE MOVING TOWARDS





## MINIMALIST STYLE

Some youngster follow the “less is more” spirit that free themselves from the closet clutter yet still ensure the simple & elegant look.



Korean style or Ulzzang style is very popular among young people as an indicator for a trendy & fashionable person.

## KOREAN FASHION STYLE



## HIGH STREET FASHION

Fast fashion retailers as Zara & H&M are go-to stores for young people to find their favorite clothes. Their collections are also highly anticipated among the fashion lovers in the country.



as Libé, Nosbyn, Cocosin, Dottie, ... are still able to win many youngster’s hearts thanks to its unique look designed by local Vietnamese compared to industrial fashion.

## LOCAL DESIGNED CLOTHING



## LINEN FABRIC

Linen fabric is applied in many type of clothing because it’s comfortable to wear, suitable for many seasons and occasions.



Vintage style brings a breath of fresh air to fashion scene to young people when they can achieve a stylish and unique look.

## VINTAGE/RETRO STYLE



## GREEN FASHION

Young people start to care more about the impact of the clothes they wear on the environment whereupon they’re more interested in clothes made from disposable and recycled materials.



# ENTERTAINMENT

Vietnamese Young Generation – WHAT THEY ARE CURRENTLY INTERESTED IN?



**TECHNOLOGY  
GADGETS**



**SUPERHEROES  
MOVIES**



**INSTAGRAM/  
FACEBOOK STORIES**



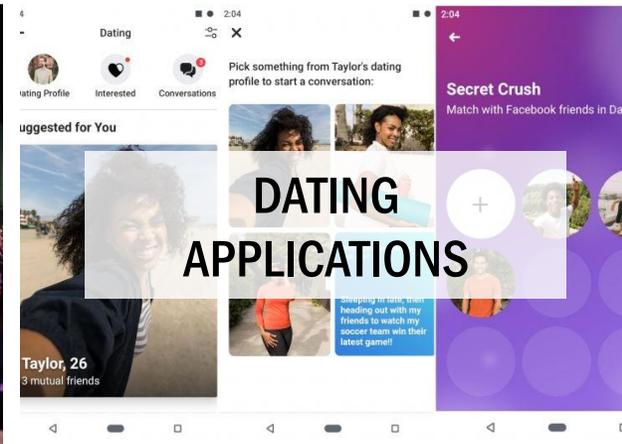
**KOREAN  
PHENOMENON**



**ACOUSTIC LIVE  
MUSIC SHOWS**



**INDIE SHOWS/  
MUSIC FESTIVALS**



**DATING  
APPLICATIONS**



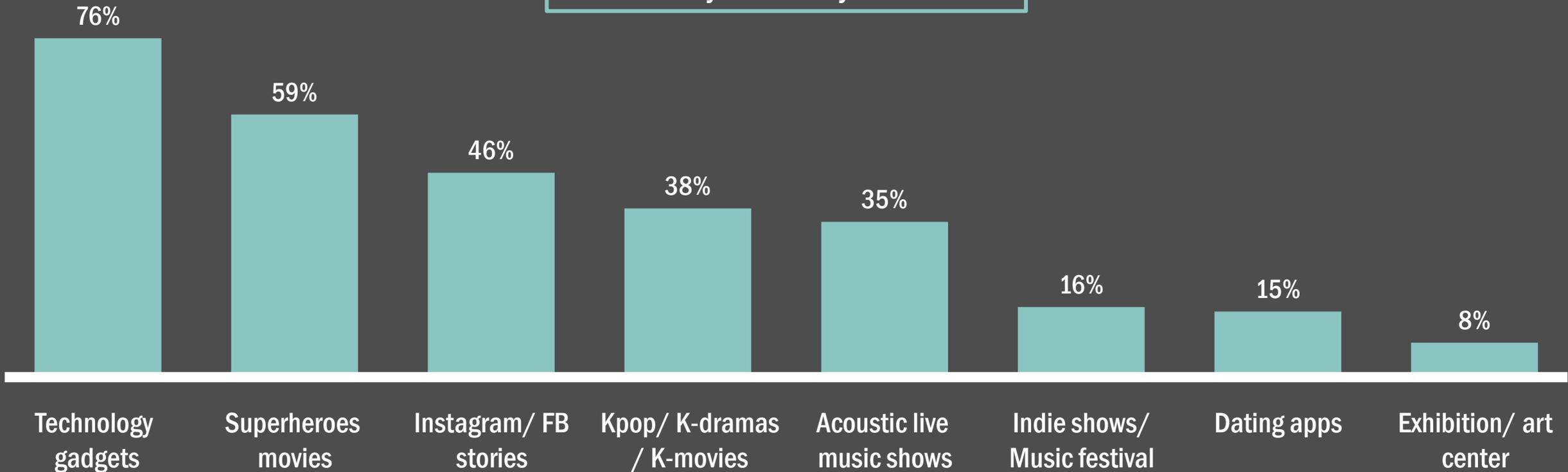
**EXHIBITION/  
ART CENTER**

In the entertainment world, the youth are looking for fulfilling and interactive experiences that stimulate multiple senses at once. The complex activities from real life to virtual life reveals their variety need for entertainment.

**LET'S EXPLORE!**

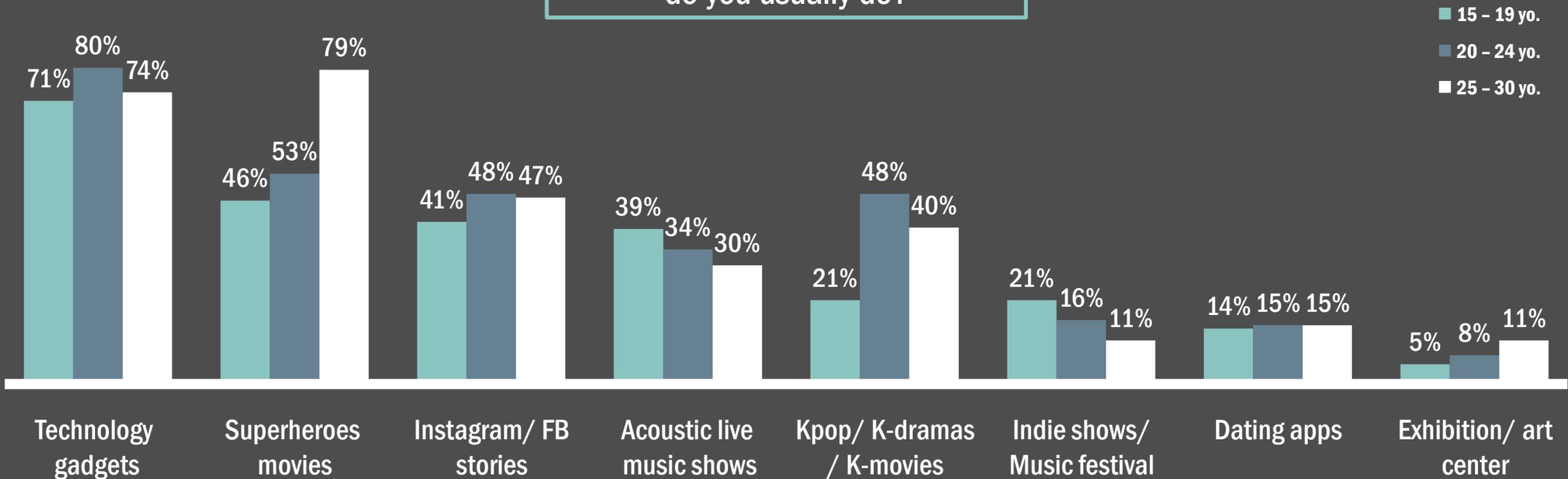
# TOP PREFERABLE ENTERTAINMENT TYPES

Which types of entertainment do you usually do?



# TOP PREFERABLE ENTERTAINMENT TYPES by age

Which types of entertainment do you usually do?





# TRAVELLING

Vietnamese Young Generation – WHICH TYPES OF TRAVELLING DO THEY PREFER?

# 60%

## DEMERGENCE OF HOMESTAY & AIRBNB

Young people love to book economical accommodations as homestay (a type of motel created by other young people who stay in the city) or Airbnb.



# 49%

## “PHUOT” MOTORCYCLE GROUP TRAVELLING

“Phuot” is a popular form of travelling in Vietnam. Usually people will “phuot” in group of friends to travel to different destination by motorbikes.



# 13%

## ADVENTURE GROUP TOUR

Adventure group tour to distant and adventurous venues such as Son Doong, Hang En, Ta Nang – Phan Dung, ...



# 9%

## DETOX/ YOGA/ MEDITATION TOUR

Also known as health travelling that combine travelling and yoga/detox/ meditation methods.



# COMMON PREFERRED TRAVELLING TYPES



**INTAGE VIETNAM LLC.**

[www.intage.com.vn/](http://www.intage.com.vn/)