Euromonitor International

Consumer Lifestyles in Vietnam

September 2026

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CONSUMER LANDSCAPE

Consumer landscape in Vietnam 2026

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Personal traits and values
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Consumers research the products and service they buy
Gen X anticipate having additional leisure time to enjoy personal activities
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Baby Boomers are most likely to exercise at home
Gen Z visit online dating or matchmaking websites or apps
Consumers in Vietnam desire safe destination when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Gen Z are most likely to keep track of the calories they eat
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Baby Boomers are most likely to be allergic or intolerant to certain foods
Consumers are ready to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Older generations want to work at a company that values ethical and social responsibilities
Consumers want to fine employment that provides time for both personal and work life
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Many consumers wany to be self-employed in the future
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Vietnamese walk or hike for exercise
Herbal remedies are a popular stress-reduction measure among Millennials
Respondents think health and nutritional properties is the most influential product feature
Baby Boomers and Millennials frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers strive to live a simple lifestyle
Gen Z will browse in stores even if they do not need to buy anything
Baby Boomers seek products with easy to understand labels
Gen X are most willing to buy second-hand or previously-owned items
Vietnamese often share/swap items or services

Millennials are most likely to buy something via social media platforms
Younger generations are most likely to use a price comparison websites
Vietnamese are set to increase spending on health and wellness the most
Baby Boomers are capable of routinely putting away a portion of their salary
Shopping and spending survey highlights

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