CONSUMER LIFESTYLES IN VIETNAM

Scope
Consumer landscape in Vietnam 2023
Personal traits and values
“Time for myself” remains a high priority
Identity, status and values reflected in consumer attitudes and behaviour
Consumers appreciate innovation and look for new experiences
Younger consumers have a more positive outlook on their future
Personal traits and values survey highlights
Home life and leisure time
Active households are driving consumers to invest more in their home spaces
Ideal home features vary widely among generations
Access to green spaces is valued by all generations
Demand for domestic leisure trips remain strong as consumers stay closer to home
Home life and leisure time survey highlights
Eating and dietary habits
Consumers pay more attention to the health benefits of the foods they eat
Lack of time to buy groceries and prepare home-cooked meals impacts meal choices
Home cooking most regular choice but demand for snacks and restaurant food booming
Consumers make their food choices based on perceived health benefits
Consumers are willing to pay more for foods that have health and nutritional benefits
Eating and dietary habits survey highlights
Working life
Conditions that allow for a strong work-life balance are important for many
Salaries and job security remain important job considerations
Many see their future working lives fitting more easily around their lifestyles
Working life survey highlights
Health and wellness
A high percentage of consumers use exercise to maintain their health and wellness
Consumers look for food attributes that they feel will benefit their health
Consumers continue to adopt technology solutions to manage their health and fitness
Health and wellness survey highlights
Shopping and spending
Cost-of-living crisis motivating consumers to find ways to manage their budgets
Despite pressure on household budgets consumers want good quality products
Consumers seek out personalised and tailored shopping experiences
Consumers embrace the circular economy and support brands that share their values
Consumers engaging more with companies and brands through social media channels
Data privacy is a concern, but technology is key to enhancing the shopper journey
Consumers are focusing their attention on spending on essentials and trying to save more
Most generations have concerns around their current financial situation
Shopping and spending survey highlights

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