Euromonitor International

Consumer Values and Behaviour in Vietnam

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Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN VIETNAM

Scope

HIGHLIGHTS

Consumer values and behaviour in Vietnam

PERSONAL TRAITS AND VALUES

Vietnamese like to ensure health and safety measures are in place before they go out
Gen X believe society embraces and validates their sense of self
Consumers in Vietnam conduct thorough research on the goods and services they use
Younger generations enjoy interacting with brands in an active manner
Consumers in Vietnam anticipate that their level of happiness will increase in the future
Millennials say it is likely that they will experience an increase in financial well-being

HOME LIFE

While at home, consumers in Vietnam exercise
Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers prefer to cook or bake dishes for themselves
Vietnamese say that another member of the family usually prepares meals for them
Millennials say that their schedule does not allow for grocery shopping
Vietnamese look for healthy ingredients in food and beverages

WORKING LIFE

Baby Boomers expect to work for themselves
Consumers in Vietnam primarily desire to receive a generous income
Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers prefer interacting with their friends virtually
Gen Z participate in face-to-face courses
Consumers in Vietnam primarily seek secure location when travelling
Millennials expect hotels and resorts that are all-inclusive

HEALTH AND WELLNESS

Consumers in Vietnam participate in running
Younger generations enjoy weekly group fitness sessions
Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Vietnamese are worried about climate change
Consumers are actively pursuing environmentally-conscious lifestyles
Consumers in Vietnam motivated to use sustainable packaging
Vietnamese donate to non-profits and charities supporting causes aligned with their values

SHOPPING

Vietnamese likes to buy less items, yet of elevated quality
Gen Z enjoy visiting shopping centers
Consumers endeavor to embrace a minimalist lifestyle
Baby Boomers open to purchasing private label and low-cost goods
Consumers subscribe to online streaming services

SPENDING

Consumers in Vietnam would like to increase spending on health and wellness
Younger generations foresee increase in spending on groceries the most
Consumers have enough money readily available to cover unexpected emergencies
Older generations are concerned about current financial situation
Millennials expect to increase overall spending the most

TECHNOLOGY

Vietnamese actively manage data sharing and privacy settings
Millennials say it is necessary to exchange information on the web to get offers
Vietnamese check or refresh profiles on a social media platform
Millennials regularly use communication or messaging apps
Younger generations frequently leave reviews
Consumers in Vietnam engage with businesses' social media content
Younger generations help promote a companies' social media

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