



Consumer Lifestyles in Vietnam

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Vietnam 2025

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Personal traits and values

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Baby Boomers and Millennials are equally involved in political and social issues

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Personal traits and values survey highlights

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Home life and leisure time

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Access to green spaces: Most desired external feature by Millennials

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Eating and dietary habits

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Older generations most likely to be served meals prepared by someone else in the house

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Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

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Working life

Older generations desire to work where ethical and social responsibility is important

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Gen Z seek to acquire effective career coaching

Vietnamese would like to be self-employed

Working life survey highlights

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Health and wellness

Vietnamese like to run or jog

Meditation remains the most popular stress-reduction activity among all consumers

Respondents think all natural is the most influential product feature

Millennials actively use apps to track their health or fitness

Health and wellness survey highlights

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Shopping and spending

Vietnamese strive to live a simple lifestyle

Gen X consumers say they would rather buy fewer, but higher-quality things

Younger generations regularly buy gifts for family and friends

Younger generations more likely to rent items for specific occasions instead of buying them

Vietnamese often share/swap items or services

Baby Boomers regularly offer insights on companies' offerings online

Consumers in Vietnam highly trust friends and family recommendations

Vietnamese set to increase spending on health and wellness the most

Baby Boomers confident in their ability to cover unexpected emergency expenses

Shopping and spending survey highlights

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