



**Euromonitor  
International**

# Consumer Values and Behaviour in Vietnam

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## 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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