

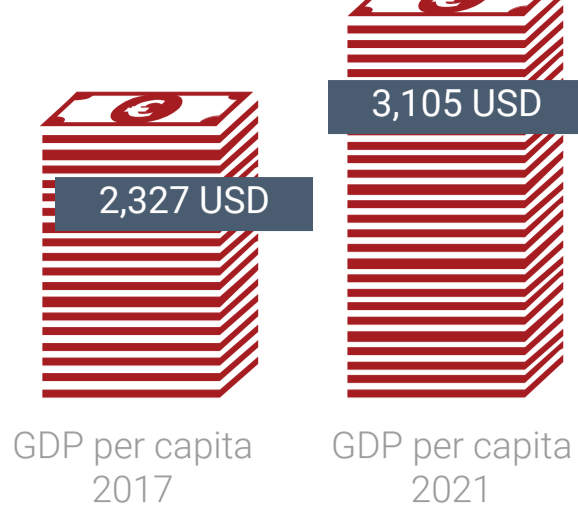
Insights into the growth of Vietnam eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to 92 million people with a total GDP of 194 billion USD.

GDP per capita is currently 2,327 USD and expected to reach 3,105 USD by 2021.

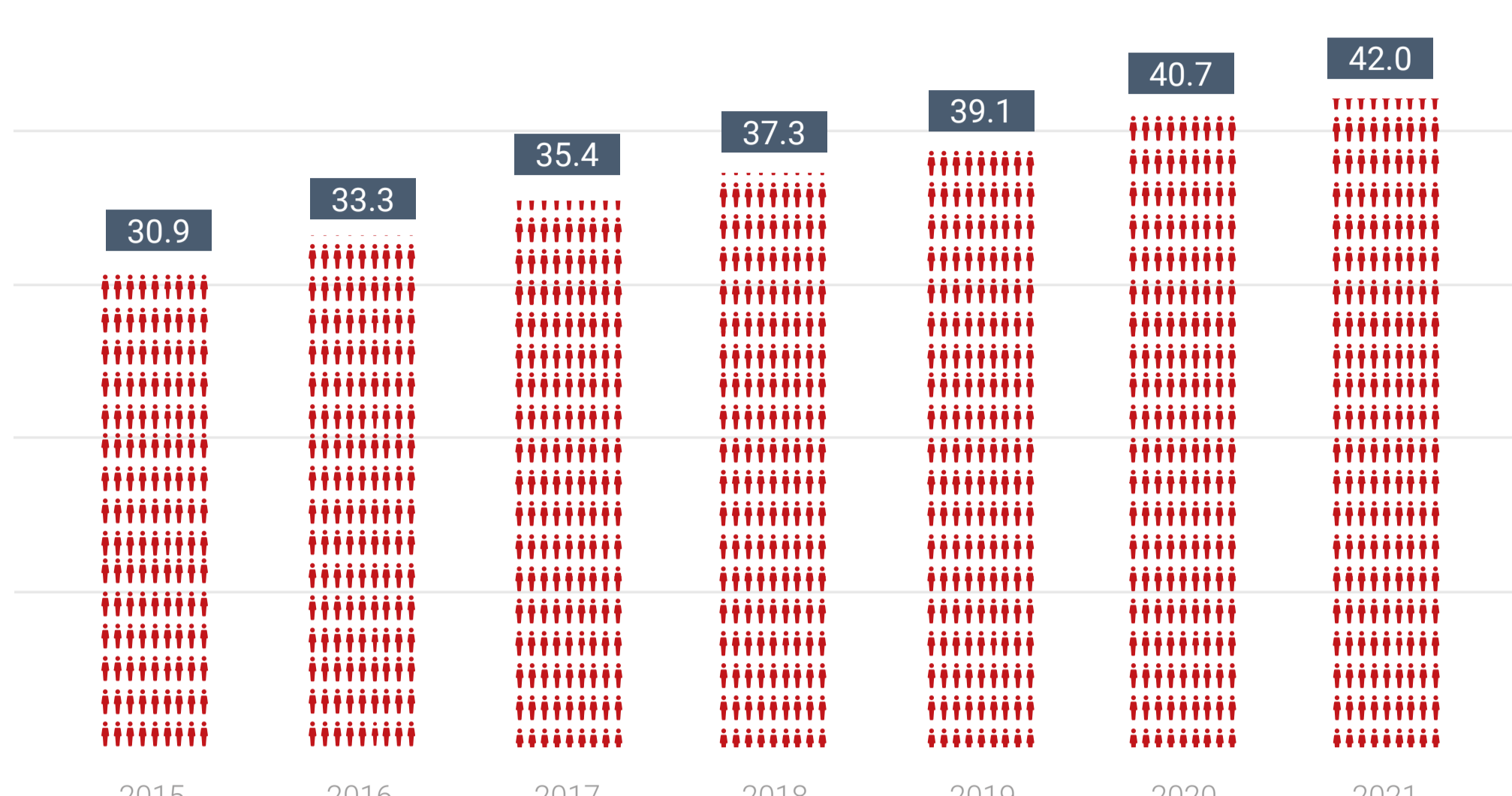


VIETNAM IS RANKED AS THE 164TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.

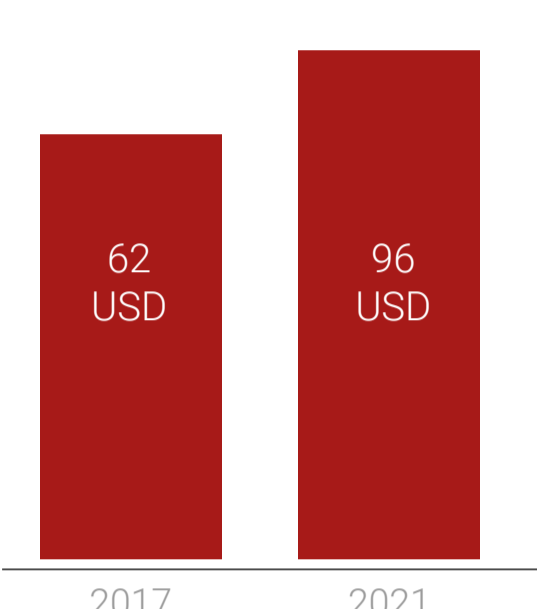
User Insights

There are currently 35.4 million eCommerce users in Vietnam, with an additional 6.6 million users to be shopping online by 2021.

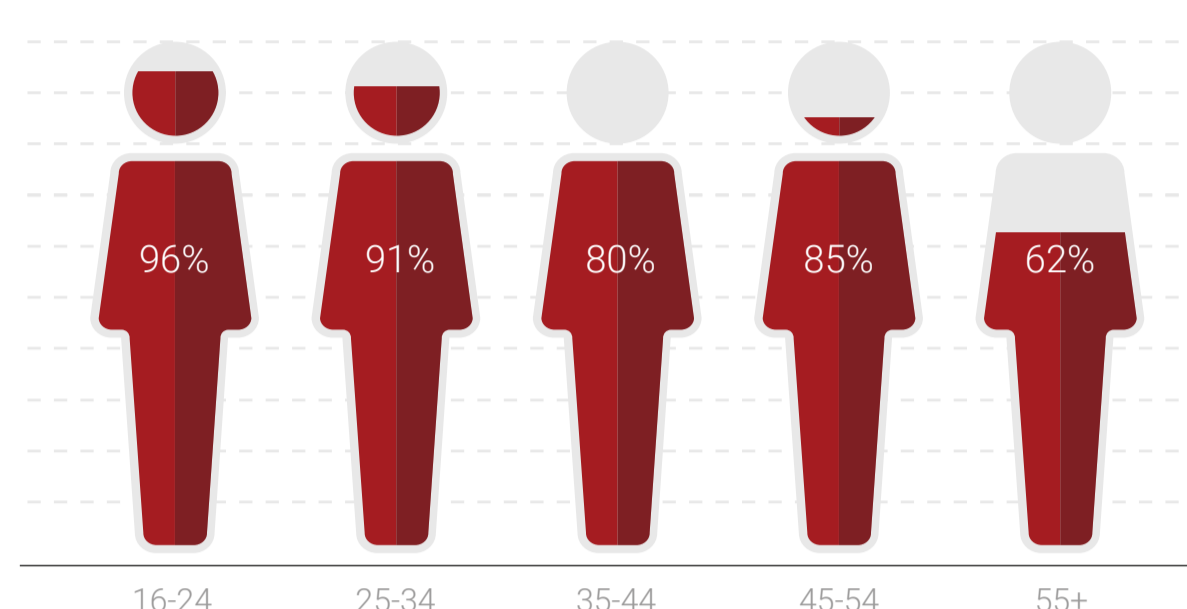
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 2.2 billion USD, expected to reach 4 billion USD by 2021.

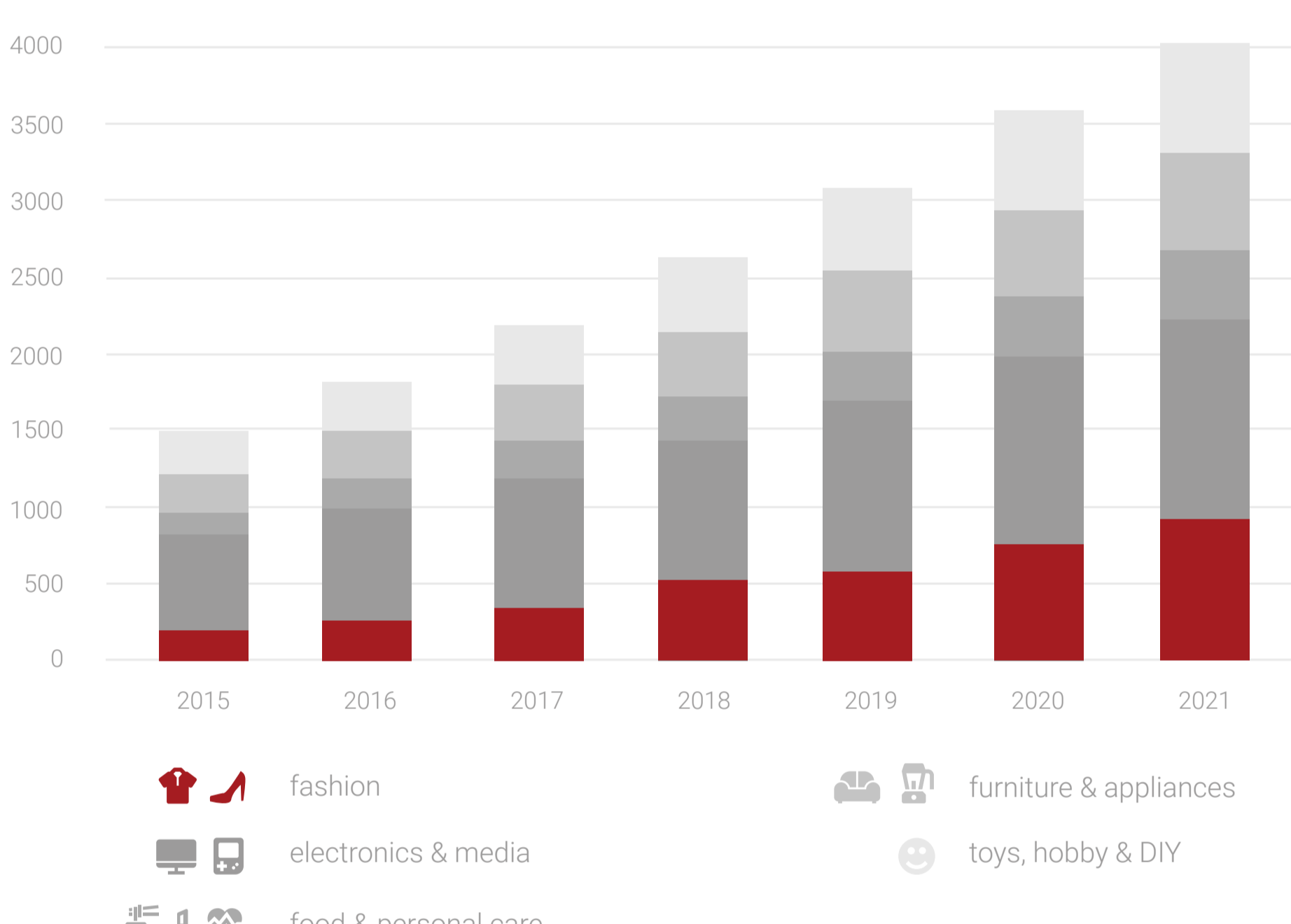


Electronics is currently the leading product category, accounting for 842 million USD market share.



Toys, Hobby & DIY is second, accounting for 387 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure

34% of Vietnam's population reside in urban areas.



In 2016, Vietnam was ranked 64th in the World Bank Logistics ranking.

Preferred Online Payment Methods

91% of all online payments are made offline via Cash on Delivery. Alternate payment methods include: bank transfers, payment cards, eWallets or scratched cards.

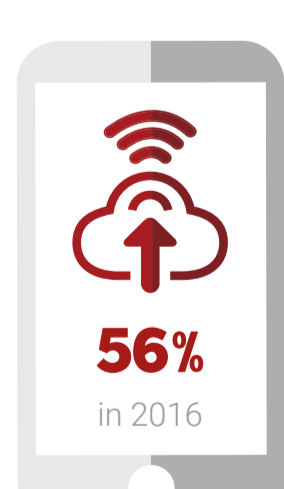


Where does Vietnam buy from?

China supplies Vietnam with 49.8 billion USD in imports. Other key import partners are South Korea (26.6 billion USD), Japan (13.1 billion USD), Other Asia (9.9 billion USD) and Thailand (8.5 billion USD).



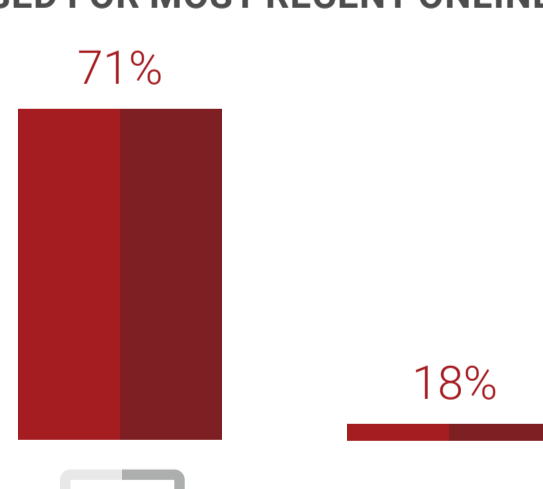
Device Usage



Internet penetration is currently at 56%, and should reach 69% by 2021.

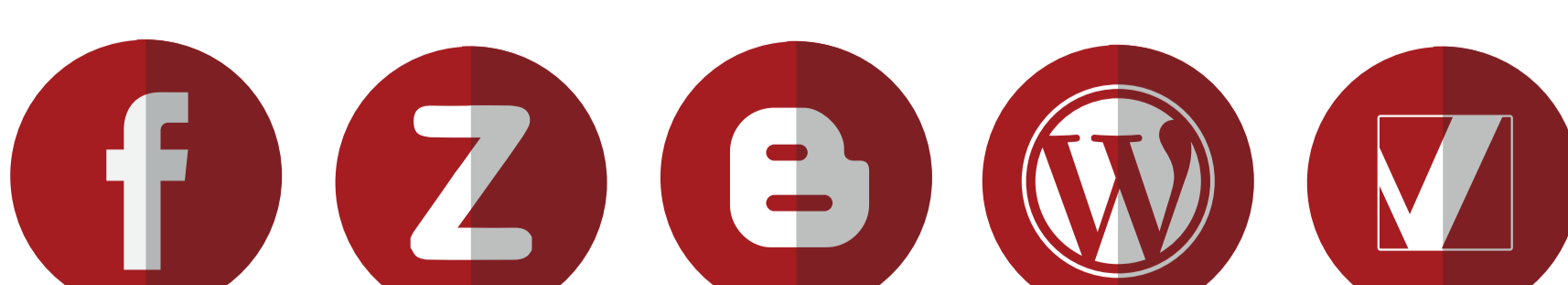
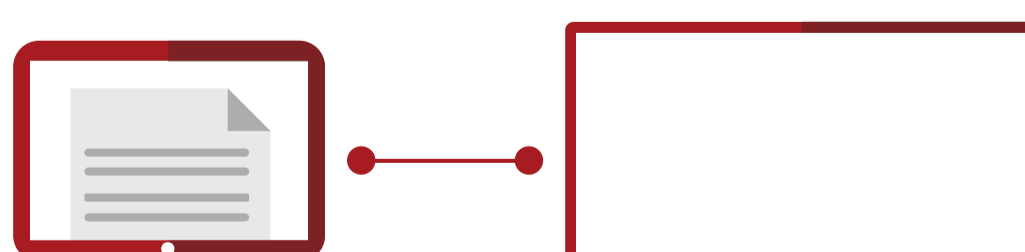
Smartphone penetration is 31% and is projected to grow to 42% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Marketing spend in Vietnam is spread across a range of platforms. TV advertising is expected to reach 1.3 billion USD in 2018. Digital advertising also sees continual growth reaching 35 million USD by 2018.



Vietnam's Social Media Penetration is just 44% of the total population, this is expected to reach 53% by 2021. Facebook, ZING Me, Blogger, WordPress, and DIENDANBACLIU.NET are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.