



GLOBAL HEADLINES



JAN
2024

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.08
BILLION

YEAR-ON-YEAR CHANGE

+0.9%
+74 MILLION

URBANISATION

57.7%

CELLULAR MOBILE
CONNECTIONS



Meltwater

8.65
BILLION

YEAR-ON-YEAR CHANGE

+1.9%
+160 MILLION

TOTAL vs. POPULATION

107.0%

INDIVIDUALS USING
THE INTERNET



5.35
BILLION

YEAR-ON-YEAR CHANGE

+1.8%
+97 MILLION

TOTAL vs. POPULATION

66.2%

SOCIAL MEDIA
USER IDENTITIES



5.04
BILLION

YEAR-ON-YEAR CHANGE

+5.6%
+266 MILLION

TOTAL vs. POPULATION

62.3%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

we
are
social

Meltwater

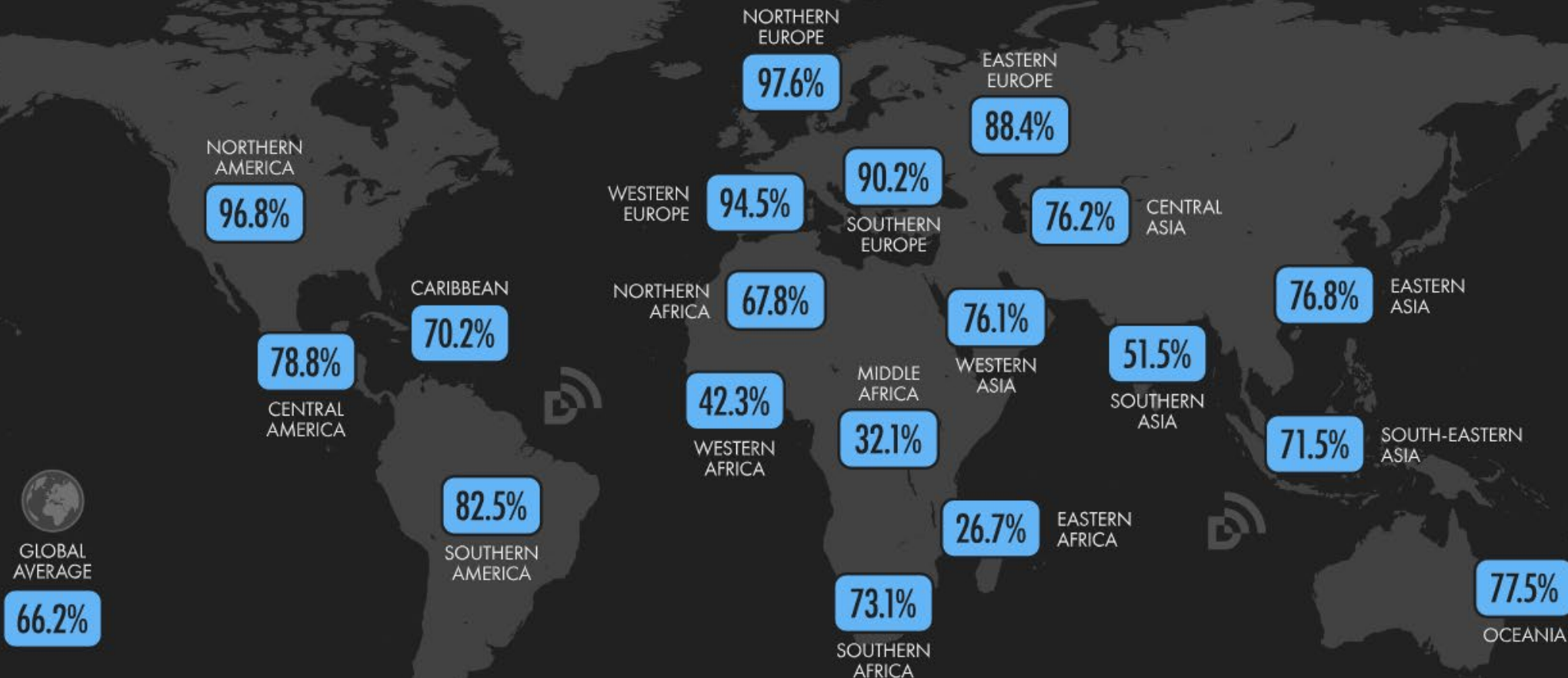
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW



GLOBAL
AVERAGE

66.2%

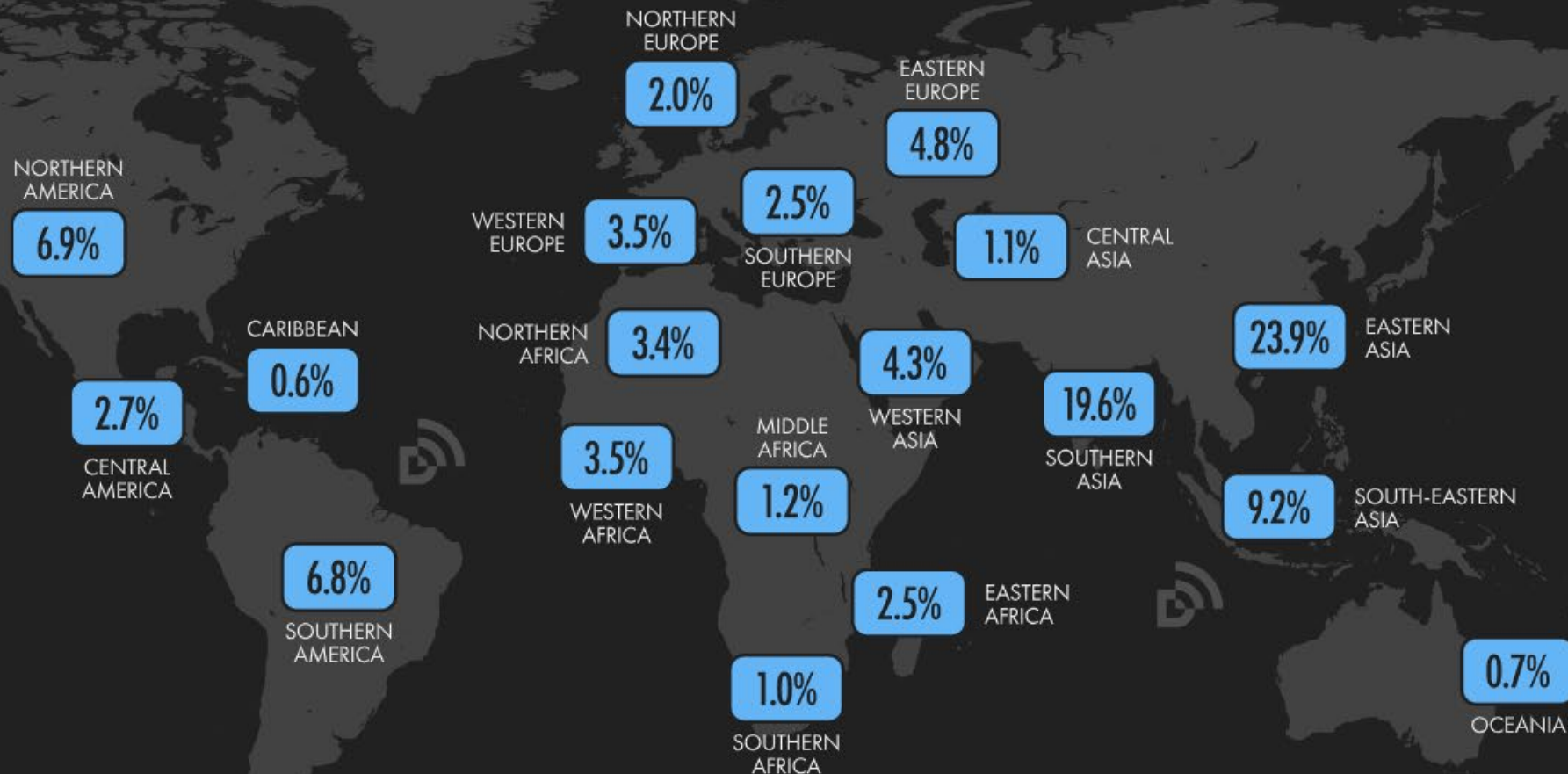
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SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD



GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE, EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

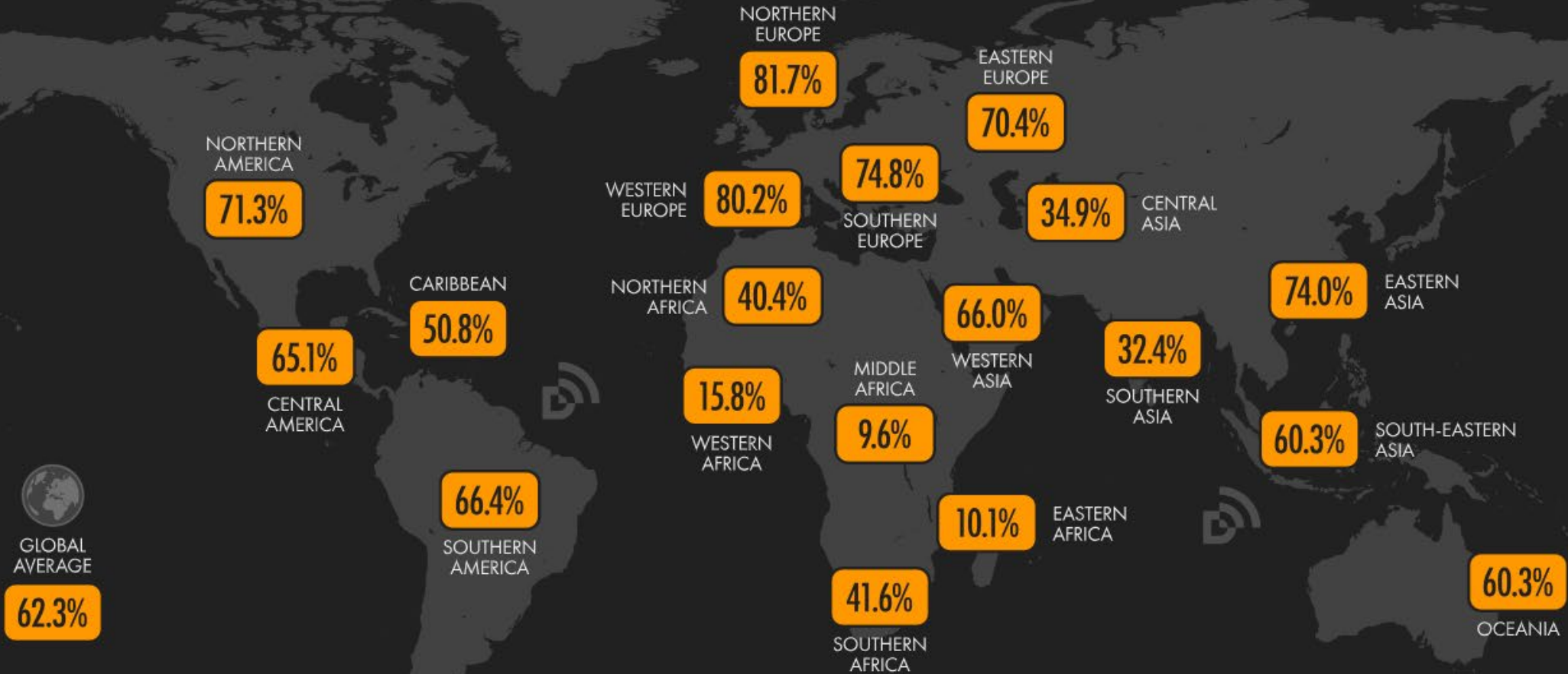
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SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW



GLOBAL
AVERAGE

62.3%

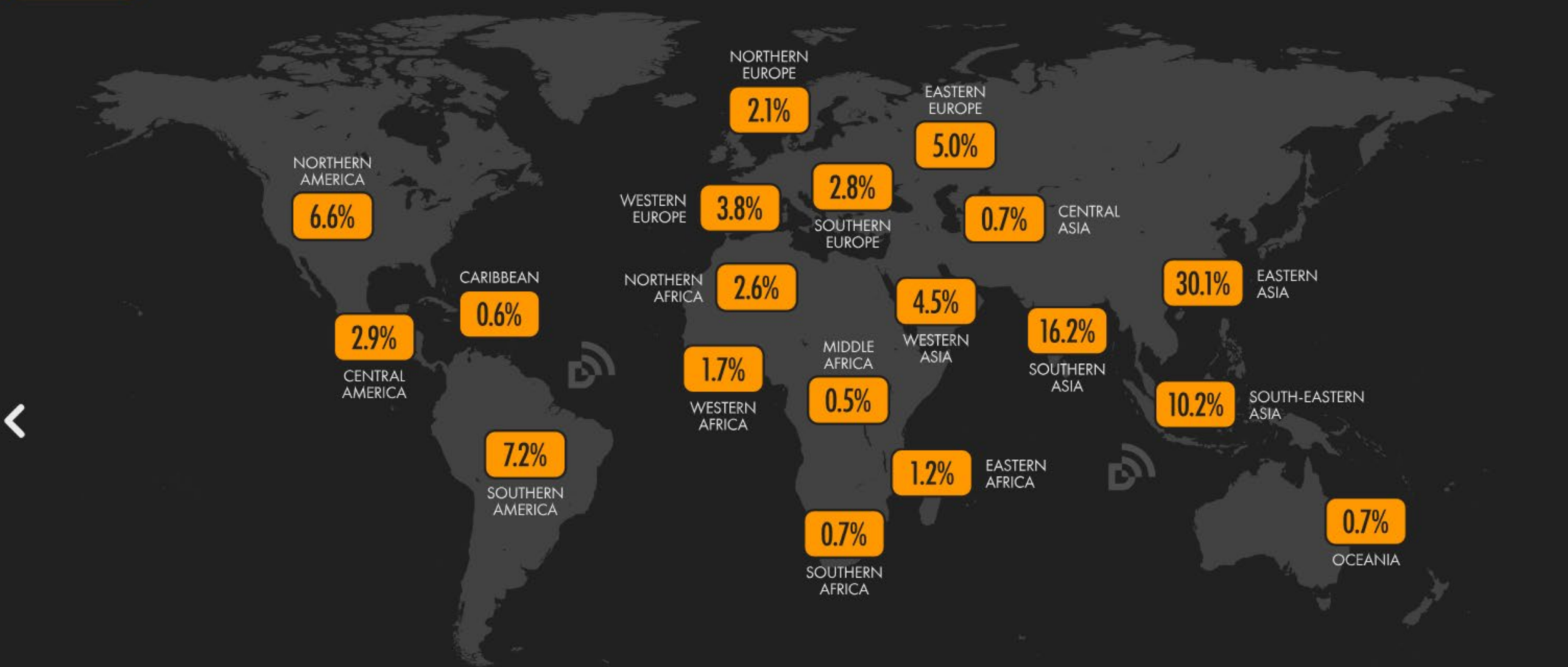
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SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES



GLOBAL OVERVIEW



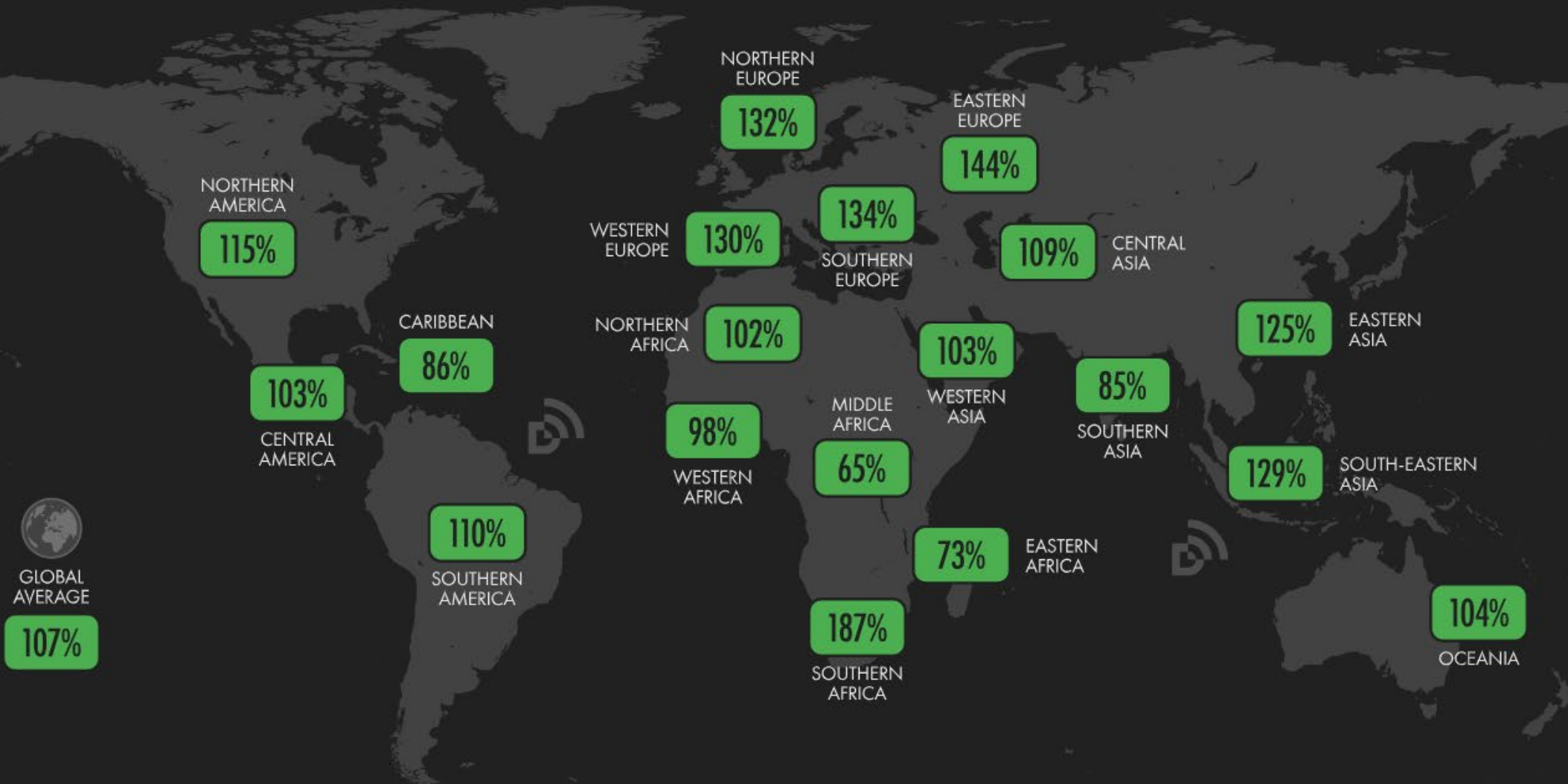
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



GLOBAL
AVERAGE

107%



VIETNAM



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VIETNAM

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



VIETNAM

TOTAL
POPULATION



we
are
social

99.19
MILLION

YEAR-ON-YEAR CHANGE

+0.7%
+655 THOUSAND

URBANISATION

39.8%

CELLULAR MOBILE
CONNECTIONS



Meltwater

168.5
MILLION

YEAR-ON-YEAR CHANGE

+3.2%
+5.1 MILLION

TOTAL vs. POPULATION

169.8%

INDIVIDUALS USING
THE INTERNET



78.44
MILLION

YEAR-ON-YEAR CHANGE

+0.6%
+502 THOUSAND

TOTAL vs. POPULATION

79.1%

SOCIAL MEDIA
USER IDENTITIES



72.70
MILLION

YEAR-ON-YEAR CHANGE

+9.8%
+6.5 MILLION

TOTAL vs. POPULATION

73.3%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

we
are
social

Meltwater



POPULATION ESSENTIALS



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2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



VIETNAM

TOTAL
POPULATION



99.19
MILLION

FEMALE
POPULATION



50.6%

MALE
POPULATION



49.4%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.7%
+655 THOUSAND

MEDIAN AGE OF
THE POPULATION



33.0

URBAN
POPULATION



39.8%

POPULATION DENSITY
(PEOPLE PER KM²)



316.4

OVERALL LITERACY
(ADULTS AGED 15+)



95.8%

FEMALE LITERACY
(ADULTS AGED 15+)



94.6%

MALE LITERACY
(ADULTS AGED 15+)

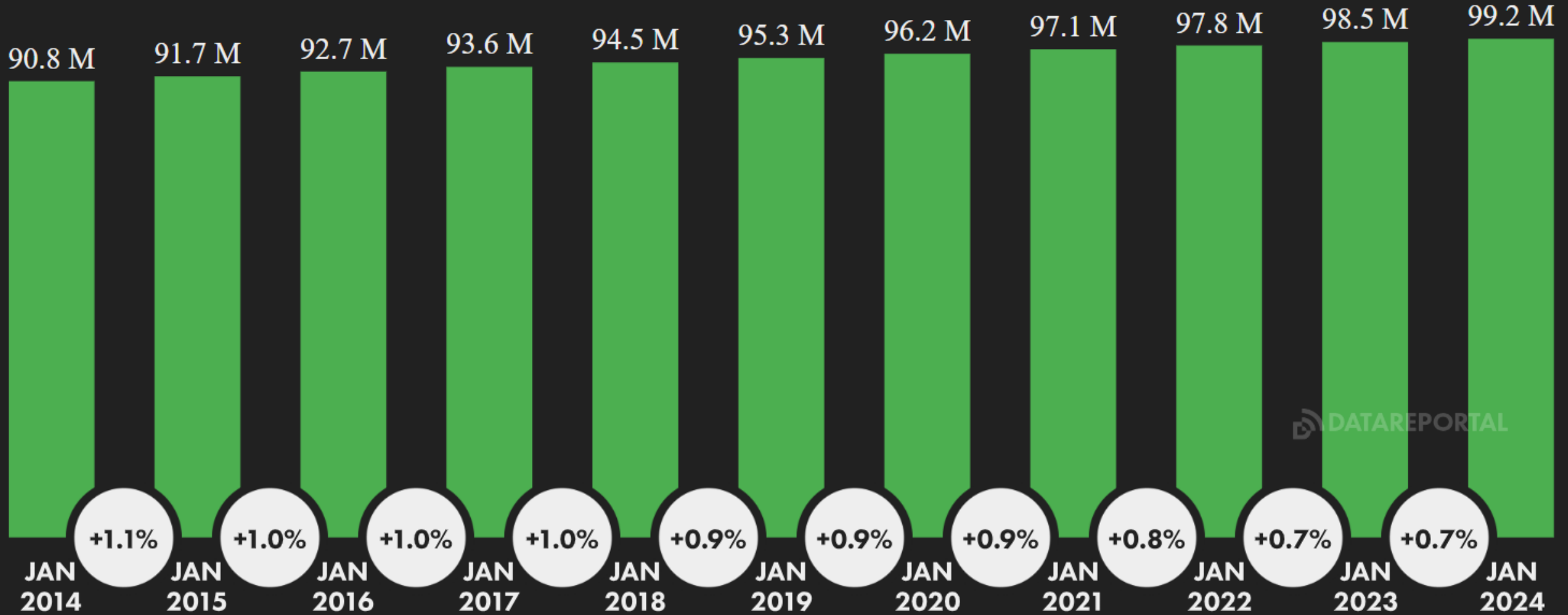


97.0%

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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE



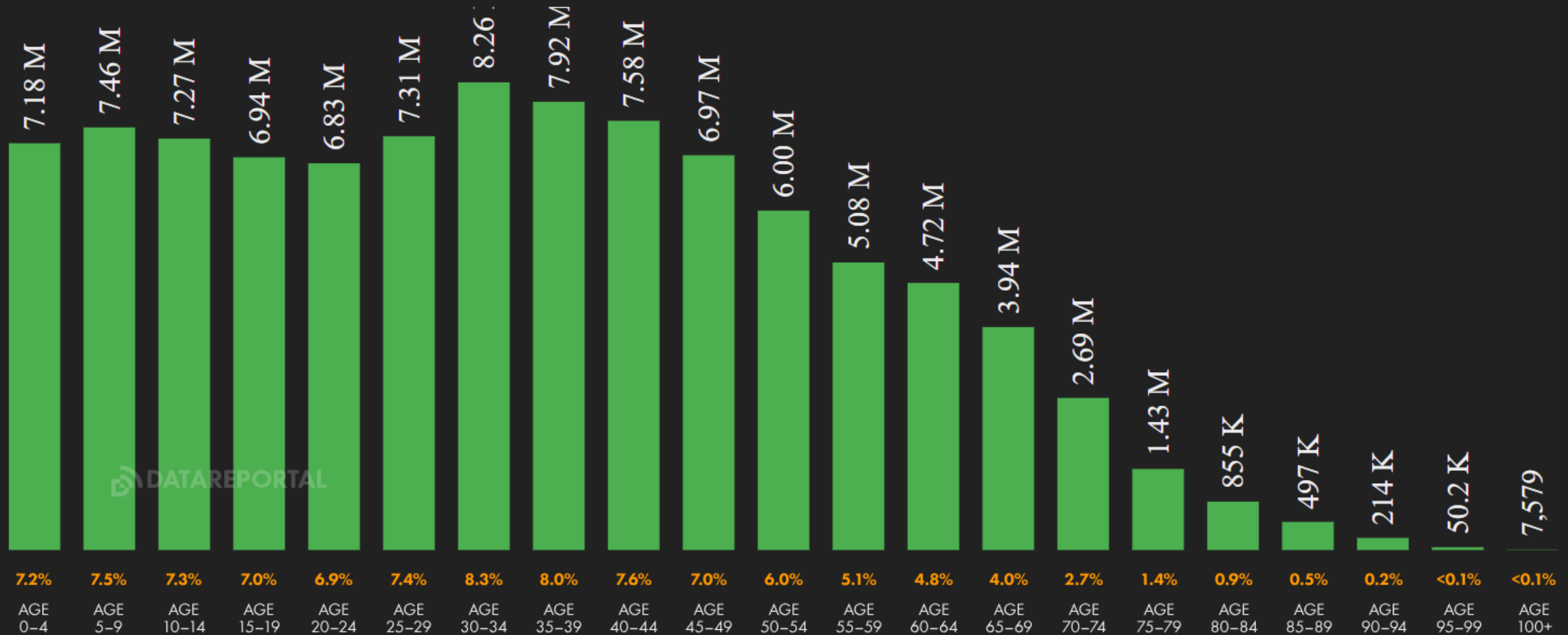
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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION



VIETNAM



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



VIETNAM

GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



\$433.4
BILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$1.43
TRILLION

GROSS DOMESTIC
PRODUCT PER CAPITA
(CURRENT U.S. DOLLARS)



\$4,316

GROSS DOMESTIC PRODUCT
PER CAPITA (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$14.3
THOUSAND

NET NATIONAL
INCOME PER CAPITA
(CURRENT U.S. DOLLARS)



\$3,037

PERCENTAGE OF THE
POPULATION EARNING LESS
THAN \$3.65 (2017, PPP) PER DAY



3.8%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC DRINKING WATER



98.0%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC SANITATION



92.2%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

PERCENTAGE OF THE
POPULATION THAT OWNS
A MOBILE PHONE (ANY TYPE)



95.7%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2023). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2023; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



VIETNAM

ANY KIND OF
MOBILE PHONE



GW.I.

97.5%

YEAR-ON-YEAR CHANGE
-0.7% (-70 BPS)

SMART
PHONE



KEPIOS

97.4%

YEAR-ON-YEAR CHANGE
-0.7% (-70 BPS)

FEATURE
PHONE



GW.I.

11.1%

YEAR-ON-YEAR CHANGE
-19.6% (-270 BPS)

LAPTOP OR
DESKTOP COMPUTER



GW.I.

55.4%

YEAR-ON-YEAR CHANGE
-5.3% (-310 BPS)

TABLET
DEVICE



27.0%

YEAR-ON-YEAR CHANGE
-23.9% (-850 BPS)

GAMES
CONSOLE



GW.I.

10.0%

YEAR-ON-YEAR CHANGE
-16.7% (-200 BPS)

SMART WATCH OR
SMART WRISTBAND



GW.I.

27.7%

YEAR-ON-YEAR CHANGE
-15.5% (-510 BPS)

TV STREAMING
DEVICE



KEPIOS

10.7%

YEAR-ON-YEAR CHANGE
-22.5% (-310 BPS)

SMART HOME
DEVICE



GW.I.

14.9%

YEAR-ON-YEAR CHANGE
-20.7% (-390 BPS)

VIRTUAL REALITY
DEVICE



4.4%

YEAR-ON-YEAR CHANGE
-27.9% (-170 BPS)

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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



VIETNAM

USING THE INTERNET
VIA A MOBILE PHONE



GWI.

98.9%

YEAR-ON-YEAR CHANGE
-0.3% (-34 BPS)

USING THE INTERNET VIA A
LAPTOP, DESKTOP, OR TABLET



we
are
social

91.7%

YEAR-ON-YEAR CHANGE
-1.5% (-138 BPS)

USING
SOCIAL MEDIA

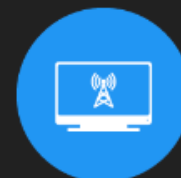


GWI.

96.1%

YEAR-ON-YEAR CHANGE
-1.0% (-101 BPS)

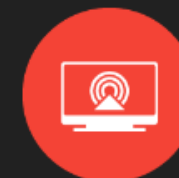
WATCHING LINEAR
AND BROADCAST TV



87.2%

YEAR-ON-YEAR CHANGE
-5.2% (-479 BPS)

WATCHING STREAMING
AND ON-DEMAND TV



84.0%

YEAR-ON-YEAR CHANGE
-3.9% (-343 BPS)

READING ONLINE
PRESS CONTENT



Meltwater

83.3%

YEAR-ON-YEAR CHANGE
-4.3% (-370 BPS)

READING PHYSICAL
PRESS CONTENT



GWI.

71.9%

YEAR-ON-YEAR CHANGE
-7.6% (-589 BPS)

LISTENING TO
BROADCAST RADIO



KEPIOS

66.8%

YEAR-ON-YEAR CHANGE
-7.4% (-533 BPS)

LISTENING TO MUSIC
STREAMING SERVICES



GWI.

61.4%

YEAR-ON-YEAR CHANGE
-7.6% (-505 BPS)

LISTENING
TO PODCASTS



65.4%

YEAR-ON-YEAR CHANGE
-5.0% (-344 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



VIETNAM

TIME SPENT USING
THE INTERNET



GWI.

6H 18M

YEAR-ON-YEAR CHANGE
-1.3% (-5 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



KEPIOS

2H 21M

YEAR-ON-YEAR CHANGE
-11.6% (-18 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWI.

2H 25M

YEAR-ON-YEAR CHANGE
-5.3% (-8 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 47M

YEAR-ON-YEAR CHANGE
-12.9% (-15 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



GWI.

1H 08M

YEAR-ON-YEAR CHANGE
-5.4% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWI.

0H 38M

YEAR-ON-YEAR CHANGE
-15.2% (-6 MINS)

TIME SPENT LISTENING
TO PODCASTS



KEPIOS

0H 46M

YEAR-ON-YEAR CHANGE
-8.3% (-4 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 17M

YEAR-ON-YEAR CHANGE
-1.9% (-1 MIN)





INTERNET



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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



VIETNAM

TOTAL NUMBER OF
INTERNET USERS



78.44
MILLION



INTERNET USERS vs.
TOTAL POPULATION



79.1%



YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+0.6%
+502 THOUSAND



YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



-0.02%
-2 BP

INDEXED INTERNET ADOPTION
vs. GLOBAL AVERAGE



119.5



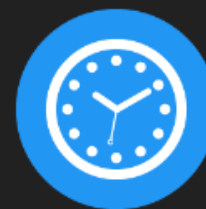
PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



96.6%



AVERAGE DAILY TIME SPENT
USING THE INTERNET



6H 18M



YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET



-1.3%
-5 MINS

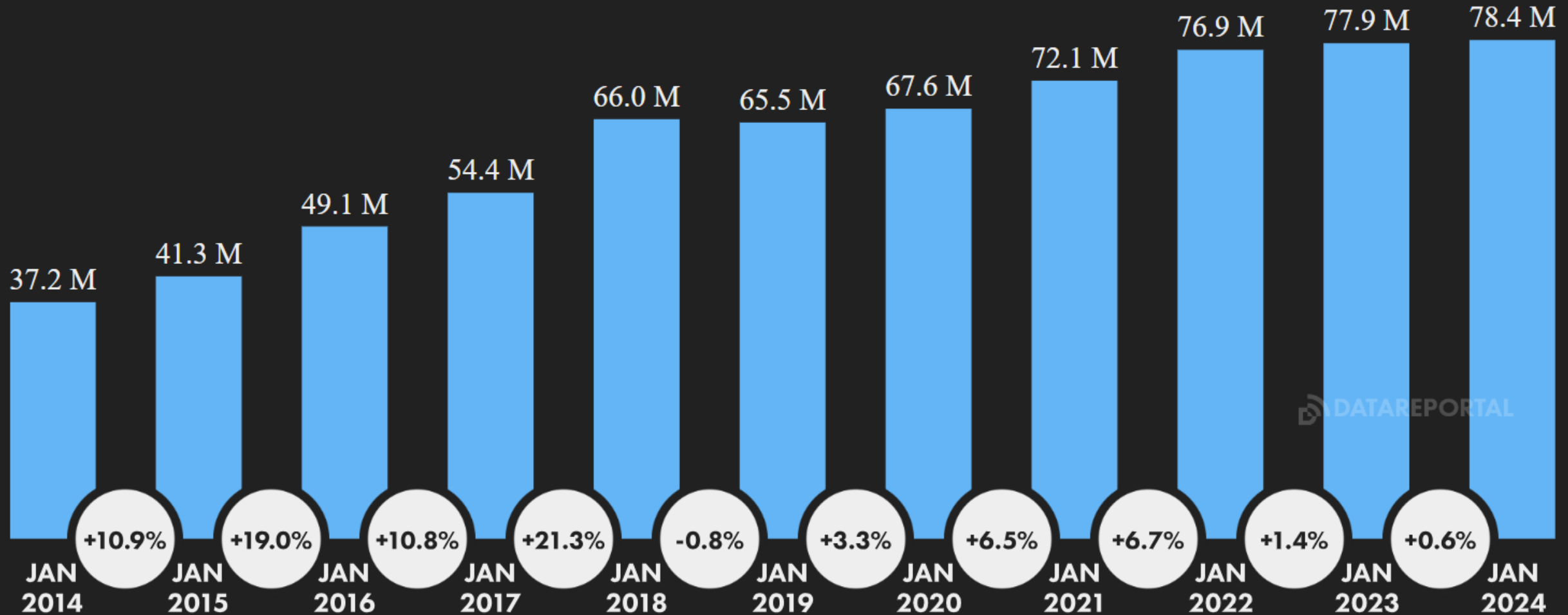
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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



VIETNAM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

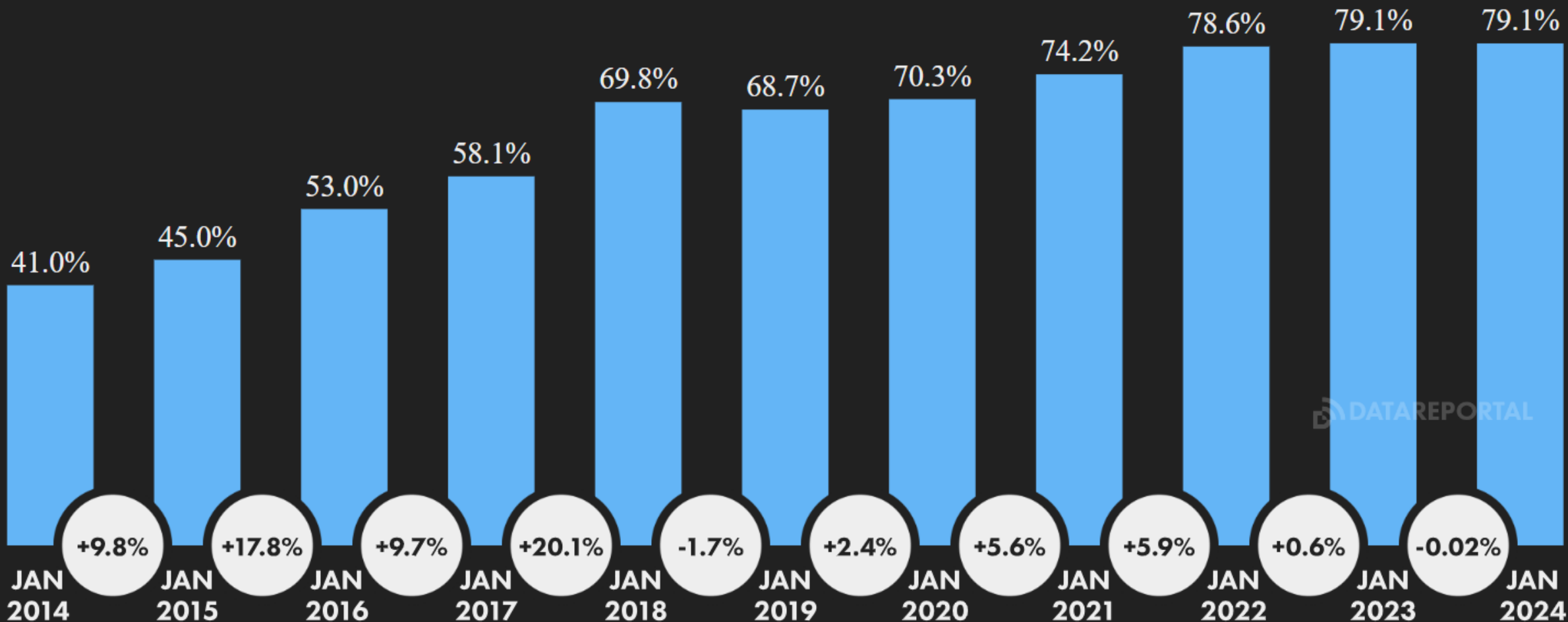
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



VIETNAM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** IF DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE USE DATA FROM THE MOST RECENTLY REPORTED PRIOR PERIOD. PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
ITU



77.95
MILLION

vs. POPULATION

78.6%

INTERNET USERS:
CIA WORLD FACTBOOK



71.78
MILLION

vs. POPULATION

72.4%

INTERNET USERS:
INTERNETWORLDSTATS



84.92
MILLION

vs. POPULATION

85.6%



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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES



6H 18M

TIME SPENT USING THE INTERNET ON MOBILE PHONES



3H 30M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS



2H 47M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME



55.7%

GWI.



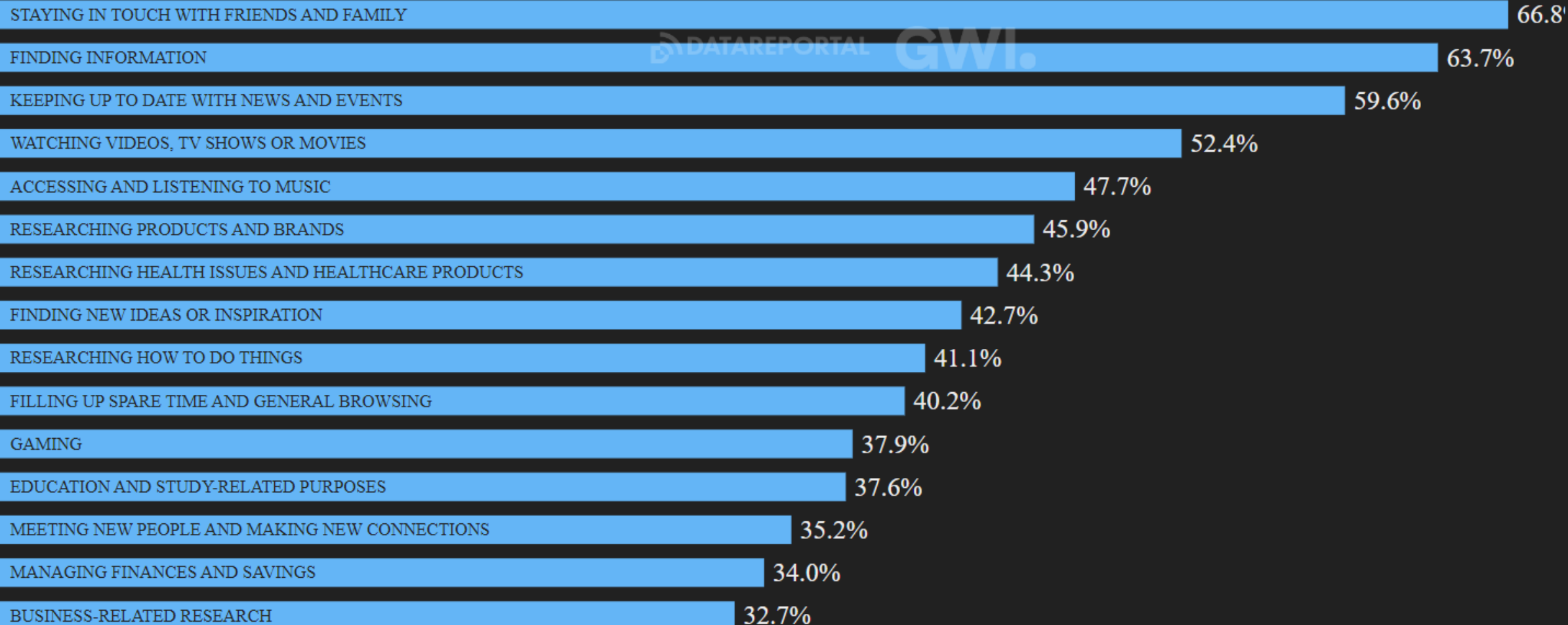
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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



VIETNAM



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



VIETNAM

MOBILE
PHONE (ANY)



GW.I.

96.6%

YEAR-ON-YEAR CHANGE
+2.2% (+210 BPS)

LAPTOP OR
DESKTOP (ANY)



GW.I.

59.9%

YEAR-ON-YEAR CHANGE
-11.7% (-790 BPS)

SMART
PHONE



GW.I.

94.5%

YEAR-ON-YEAR CHANGE
+1.0% (+90 BPS)

FEATURE
PHONE



4.2%

YEAR-ON-YEAR CHANGE
-30.0% (-180 BPS)

TABLET
DEVICE



26.3%

YEAR-ON-YEAR CHANGE
-19.1% (-620 BPS)

PERSONAL LAPTOP
OR DESKTOP



53.1%

YEAR-ON-YEAR CHANGE
-14.4% (-890 BPS)

WORK LAPTOP
OR DESKTOP



GW.I.

25.1%

YEAR-ON-YEAR CHANGE
-19.8% (-620 BPS)

CONNECTED
TELEVISION



21.9%

YEAR-ON-YEAR CHANGE
-24.2% (-700 BPS)

SMART HOME
DEVICE



GW.I.

10.7%

YEAR-ON-YEAR CHANGE
-13.7% (-170 BPS)

GAMES
CONSOLE



5.5%

YEAR-ON-YEAR CHANGE
-31.3% (-250 BPS)

JAN
2024

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



VIETNAM

MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

47.06

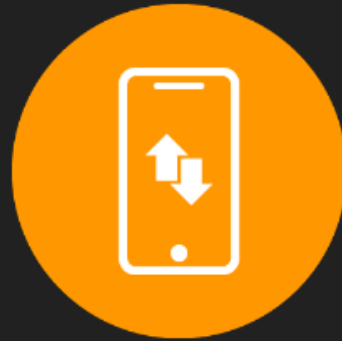
UPLOAD (MBPS)

19.51

LATENCY (MS)

23

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF MOBILE
INTERNET CONNECTIONS



OOKLA

DOWNLOAD

+18.9%

UPLOAD

+14.7%

LATENCY

0%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

105.04

UPLOAD (MBPS)

100.89

LATENCY (MS)

3

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF FIXED
INTERNET CONNECTIONS



DOWNLOAD

+30.8%

UPLOAD

+23.9%

LATENCY

-25.0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

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2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



84.45%

YEAR-ON-YEAR CHANGE

-1.5% (-129 BPS)

LAPTOP AND
DESKTOP COMPUTERS



14.11%

YEAR-ON-YEAR CHANGE

+10.1% (+130 BPS)

TABLET
DEVICES



1.44%

YEAR-ON-YEAR CHANGE

-0.7% (-1 BP)

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

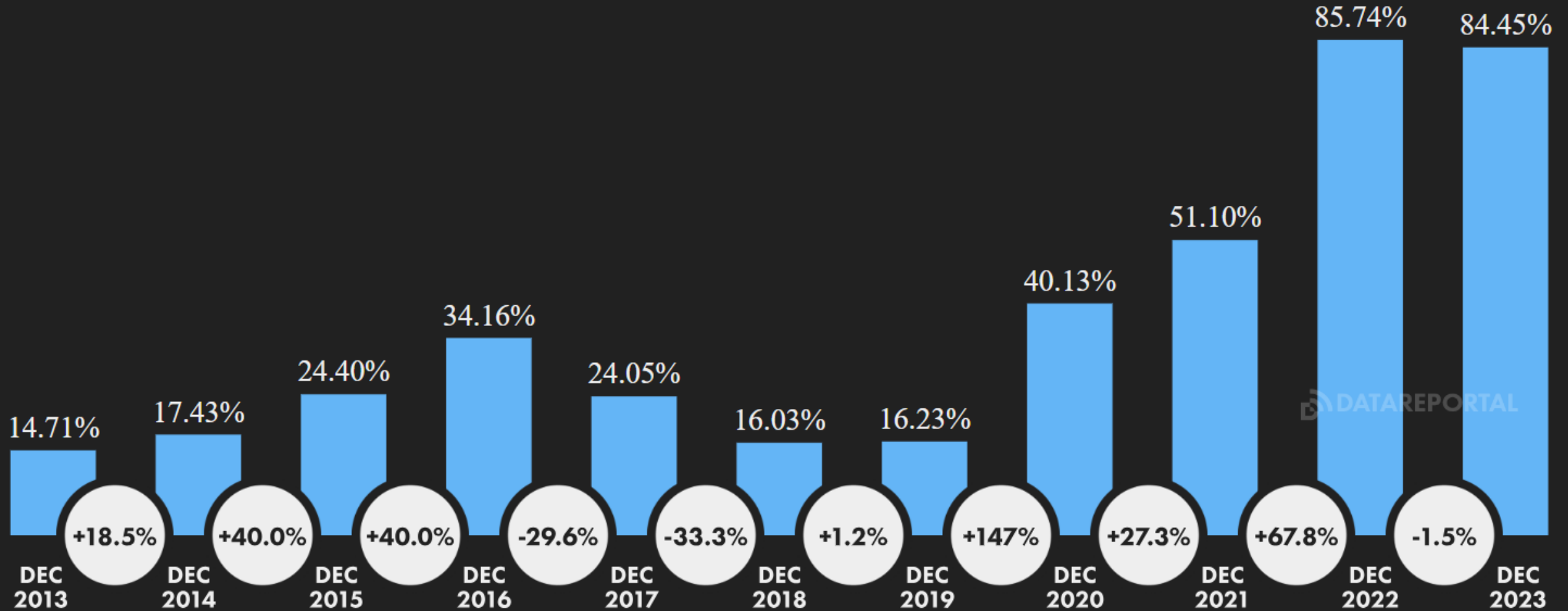
JAN
2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



VIETNAM



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

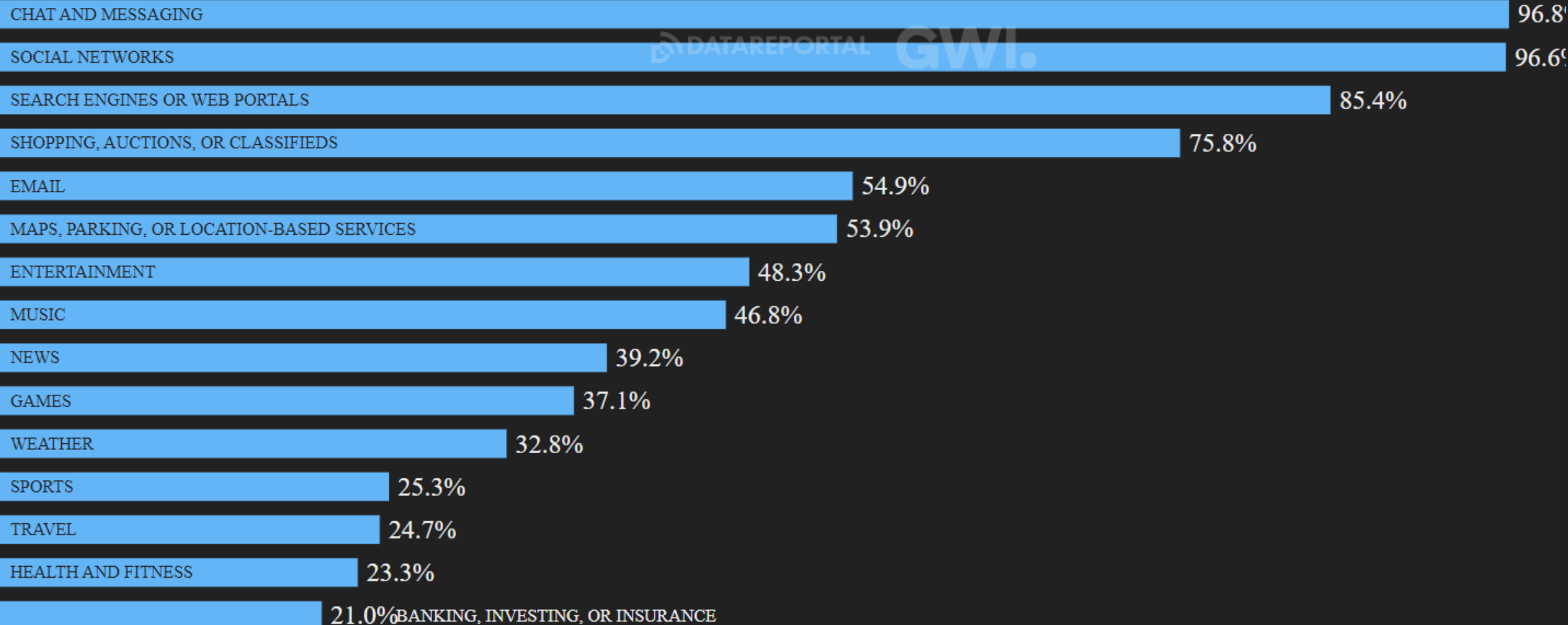
JAN
2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



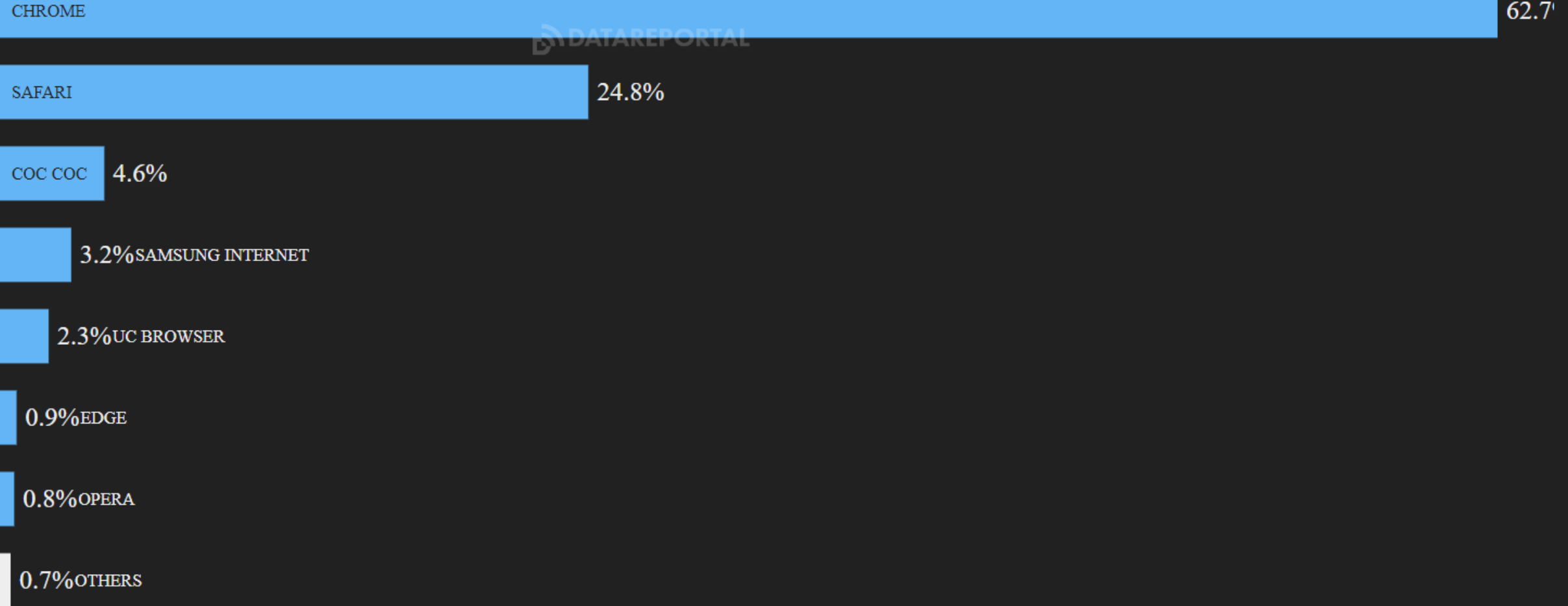
VIETNAM



JAN
2024

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



JAN
2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023



VIETNAM

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.20 B	50.2 M	11M 06S	9.3
02	YOUTUBE.COM	607 M	24.5 M	21M 37S	12.1
03	FACEBOOK.COM	533 M	31.0 M	16M 57S	12.9
04	XOSO.COM.VN	164 M	19.4 M	0M 25S	2.5
05	VNEXPRESS.NET	156 M	9.57 M	5M 52S	4.2
06	XOSODAPHAT.COM	135 M	13.9 M	0M 21S	2.4
07	SHOPEE.VN	120 M	24.4 M	6M 32S	5.9
08	ZALO.ME	112 M	28.1 M	5M 34S	1.9
09	24H.COM.VN	90.8 M	8.55 M	6M 41S	4.4
10	TIKTOK.COM	71.8 M	18.0 M	7M 53S	19.7

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	DANTRI.COM.VN	71.1 M	7.85 M	9M 57S	4.3
12	GOOGLE.COM.VN	64.5 M	5.12 M	7M 17S	10.5
13	THEGIOIDIDONG.COM	61.0 M	16.7 M	3M 45S	3.8
14	TUOITRE.VN	56.9 M	8.80 M	3M 29S	2.6
15	VIETNAMNET.VN	51.4 M	9.40 M	2M 48S	2.9
16	THANHNIEN.VN	50.7 M	9.60 M	3M 14S	2.8
17	MINHNGOC.NET.VN	48.4 M	5.05 M	1M 51S	2.1
18	BACHHOAHOANGPHAT.COM	45.4 M	235K	31M 58S	11.7
19	NETTRUYENUS.COM	40.8 M	1.88 M	6M 43S	4.8
20	TRUYENFULL.VN	38.4 M	3.30 M	23M 23S	8.5

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

JAN
2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	4.00 B	141 M	18M 37S	3.0
02	YOUTUBE.COM	1.89 B	84.6 M	30M 31S	4.8
03	NETTRUYENUS.COM	919 M	23.4 M	41M 49S	10.1
04	FACEBOOK.COM	537 M	64.9 M	27M 59S	2.6
05	VNEXPRESS.NET	337 M	19.6 M	19M 00S	3.1
06	TRUYENFULL.VN	251 M	9.00 M	53M 46S	7.8
07	VLXX.MOE	227 M	28.9 M	06M 21S	3.6
08	DUALEOTRUYENPK.COM	166 M	4.02 M	20M 23S	8.7
09	SEXTOP1.INFO	151 M	12.3 M	07M 48S	5.5
10	ANIMEVIETSUB.FAN	142 M	8.54 M	35M 41S	3.9

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	SHOPEE.VN	140 M	28.9 M	18M 03S	2.4
12	ZALO.ME	132 M	34.2 M	16M 59S	1.4
13	24H.COM.VN	120 M	8.55 M	14M 29S	3.2
14	WORDPRESS.COM	111 M	8.64 M	30M 57S	4.1
15	UNGTYCOMICSVIP.COM	104 M	3.07 M	15M 37S	5.6
16	TRUYENQQVN.COM	102 M	3.48 M	33M 18S	7.4
17	TRUYENGIHOTDAY.NET	101 M	5.27 M	27M 34S	14.6
18	JAVHD.CX	100 M	10.5 M	07M 01S	5.2
19	GOOGLE.COM.VN	95.2 M	11.3 M	10M 59S	2.9
20	IHENTAI.DE	94.8 M	11.8 M	10M 28S	1.4

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

JAN
2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



VIETNAM

GOOGLE

DATA REPORTAL

96.3%

3.0% COCCOC

0.4% BING

0.3% YAHOO!

0.02% DUCKDUCKGO

0.02% YANDEX

0.01% BAIDU

0.02% OTHERS

JAN
2024

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	XỔ SỐ	100
02	XỔ SỐ MIỀN	72
03	XSMB	58
04	DỊCH	55
05	XSMN	53
06	SỐ MIỀN NAM	37
07	XỔ SỐ MIỀN NAM	36
08	XỔ SỐ MIỀN BẮC	30
09	SỐ MIỀN BẮC	29
10	GG	26

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	THỜI TIẾT	26
12	GOOGLE	23
13	GG DỊCH	21
14	YOUTUBE	17
15	SXMB	16
16	XỔ SỐ HÔM NAY	16
17	FACEBOOK	14
18	SXMN	12
19	SO XO	12
20	GOOGLE DỊCH	12

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

JAN
2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



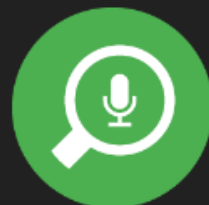
USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH



85.4%

GWI.

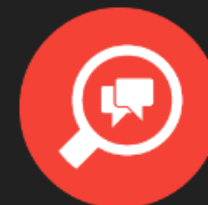
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



16.9%



VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



57.2%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



30.2%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



46.9%

GWI.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



29.4%

JAN
2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



VIETNAM

ANY KIND
OF VIDEO



GW.I.

93.0%

YOY: -3.0% (-290 BPS)

MUSIC
VIDEO



55.1%

YOY: -5.5% (-320 BPS)

COMEDY, MEME,
OR VIRAL VIDEO



GW.I.

23.5%

YOY: -23.0% (-700 BPS)

VIDEO
LIVESTREAM



35.0%

YOY: -13.8% (-560 BPS)

TUTORIAL OR
HOW-TO VIDEO



25.4%

YOY: -20.9% (-670 BPS)

EDUCATIONAL
VIDEO



20.2%

YOY: -26.3% (-720 BPS)

PRODUCT
REVIEW VIDEO



GW.I.

29.8%

YOY: -21.6% (-820 BPS)

SPORTS CLIP OR
HIGHLIGHTS VIDEO



24.2%

YOY: -20.4% (-620 BPS)

INFLUENCER
VIDEOS AND VLOGS



GW.I.

14.9%

YOY: -29.4% (-620 BPS)

GAMING
VIDEO



27.0%

YOY: -16.1% (-520 BPS)

JAN
2024

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64



VIETNAM

PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



97.0%

YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



-1.0%
-100 BPS

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



2H 21M

YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



-11.6%
-18 MINS

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



98.6%

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 11M

YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



-10.5%
-8 MINS

TIME SPENT WATCHING
STREAMING TV CONTENT AS A
PERCENTAGE OF TOTAL TV TIME



50.7%

JAN
2024

MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	HUSTLER VS SCAMMER	100
02	FACE OFF 6: THE TICKET OF DESTINY	62
03	F9	59
04	DADDY ISSUES	30
05	EXTRACTION 2	30
06	BAD BLOOD	30
07	GLASS ONION: A KNIVES OUT MYSTERY	28
08	KILL BOKSOON	27
09	16589	27
10	UNLOCKED	26

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE GLORY	100
02	TAXI DRIVER	80
03	KING THE LAND	63
04	STORY OF YANXI PALACE	62
05	HELLBOUND VILLAGE	61
06	CRASH COURSE IN ROMANCE	57
07	JUJUTSU KAISEN	54
08	THE GOOD BAD MOTHER	52
09	DOCTOR CHA	50
10	STRONG GIRL NAM-SOON	50

JAN
2024

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	NO TIME TO DIE	100
02	RED, WHITE & ROYAL BLUE	78
03	SPIDER-MAN: INTO THE SPIDER-VERSE	52
04	CULPA MÍA	51
05	EXPENSIVE CANDY	40
06	THE TOMORROW WAR	35
07	WRATH OF MAN	33
08	KUNG FU PANDA 3	29
09	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	29
10	SKYFALL	27

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	THE BOYS	100
02	THE LORD OF THE RINGS: THE RINGS OF POWER	82
03	TOM CLANCY'S JACK RYAN	68
04	THE SUMMER I TURNED PRETTY	57
05	JINNY'S KITCHEN	44
06	GOOD OMENS	44
07	THE WHEEL OF TIME	43
08	ISLAND	43
09	TALE OF THE NINE TAILED 1938	42
10	THE KILLING VOTE	42



JAN
2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



VIETNAM

WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



GWI.

55.1%

YEAR-ON-YEAR CHANGE
-5.5% (-320 BPS)

LISTEN TO MUSIC
STREAMING SERVICES



31.6%

YEAR-ON-YEAR CHANGE
-18.8% (-730 BPS)

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



GWI.

13.7%

YEAR-ON-YEAR CHANGE
-34.8% (-730 BPS)

LISTEN TO
PODCASTS



16.1%

YEAR-ON-YEAR CHANGE
-15.3% (-290 BPS)

LISTEN TO
AUDIO BOOKS



18.8%

YEAR-ON-YEAR CHANGE
-21.0% (-500 BPS)

JAN
2024

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



ANY DEVICE



GWI.

93.2%

YOY: +0.1% (+10 BPS)

SMARTPHONE



86.7%

YOY: +4.8% (+400 BPS)

LAPTOP OR DESKTOP



GWI.

37.8%

YOY: -7.6% (-310 BPS)

GAMES CONSOLE



10.0%

YOY: -27.0% (-370 BPS)

TABLET



18.5%

YOY: -17.4% (-390 BPS)

HAND-HELD GAMING DEVICE



GWI.

14.8%

YOY: -19.1% (-350 BPS)

MEDIA STREAMING DEVICE



4.8%

YOY: -40.0% (-320 BPS)

VIRTUAL REALITY HEADSET



4.5%

YOY: -50.0% (-450 BPS)

JAN
2024

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



VIETNAM

NUMBER OF HOMES WITH
SMART HOME DEVICES



**3.16
MILLION**

YEAR-ON-YEAR CHANGE
+15.3% (+420 THOUSAND)

statista

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



**\$275.9
MILLION**

YEAR-ON-YEAR CHANGE
+23.2% (+\$52 MILLION)



VALUE OF SMART HOME
APPLIANCES MARKET



**\$139.8
MILLION**

YEAR-ON-YEAR CHANGE
+21.9% (+\$25 MILLION)

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$40.57
MILLION**

YEAR-ON-YEAR CHANGE
+33.5% (+\$10 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$40.74
MILLION**

YEAR-ON-YEAR CHANGE
+23.3% (+\$7.7 MILLION)



VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



**\$31.45
MILLION**

YEAR-ON-YEAR CHANGE
+16.5% (+\$4.5 MILLION)

statista

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$12.47
MILLION**

YEAR-ON-YEAR CHANGE
+26.6% (+\$2.6 MILLION)



VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$10.85
MILLION**

YEAR-ON-YEAR CHANGE
+20.4% (+\$1.8 MILLION)

JAN
2024

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



PENETRATION OF
SMART HOME DEVICES



13.5%

YEAR-ON-YEAR CHANGE
+13.6% (+162 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$87.40

YEAR-ON-YEAR CHANGE
+6.8% (+\$5.53)

KEPIOS

ARPU: SMART
HOME APPLIANCES



\$96.61

YEAR-ON-YEAR CHANGE
+0.2% (+\$0.18)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$34.89

YEAR-ON-YEAR CHANGE
+8.9% (+\$2.85)

ARPU: SMART HOME
SECURITY DEVICES



\$23.81

YEAR-ON-YEAR CHANGE
+2.9% (+\$0.66)

statista

ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$17.91

YEAR-ON-YEAR CHANGE
-1.6% (-\$0.30)

statista

ARPU: SMART HOME
COMFORT & LIGHTING



\$6.95

YEAR-ON-YEAR CHANGE
+3.9% (+\$0.26)

KEPIOS

ARPU: SMART HOME
ENERGY MANAGEMENT



\$7.81

YEAR-ON-YEAR CHANGE
-3.7% (-\$0.30)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



21.0%

YOY: -21.3% (-570 BPS)

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE PAY,
SAMSUNG PAY) EACH MONTH



19.4%

YOY: -29.2% (-800 BPS)

OWN ANY FORM
OF CRYPTOCURRENCY
(E.G. BITCOIN, ETHER)



11.7%

YOY: -36.8% (-680 BPS)

GWI.



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



VIETNAM

EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



[N/A]

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



26.8%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



28.3%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



38.1%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



28.4%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18+. SEE [DIGITALNEWSREPORT.ORG](https://www.digitalnewsreport.org). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com).



SOCIAL MEDIA



JAN
2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL MEDIA USER IDENTITIES



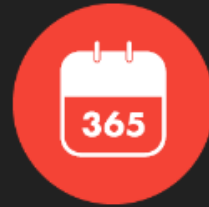
72.70
MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



-7.4%
-5.9 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



+9.8%
+6.5 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



2H 25M
YOY: -8 MINS

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



6.6

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



73.3%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



99.2%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



92.7%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



51.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



49.0%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES, BASE REVISIONS. SEE [NOTES ON DATA](#).

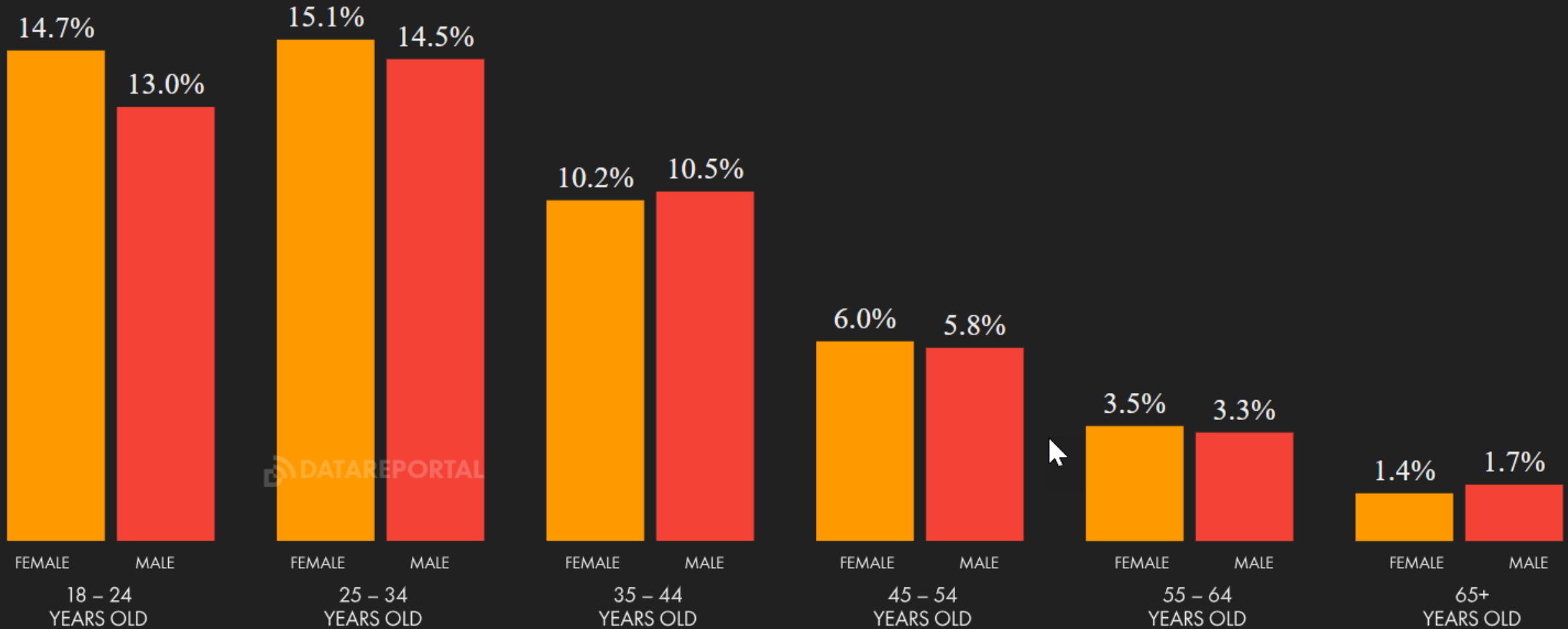
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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



VIETNAM



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

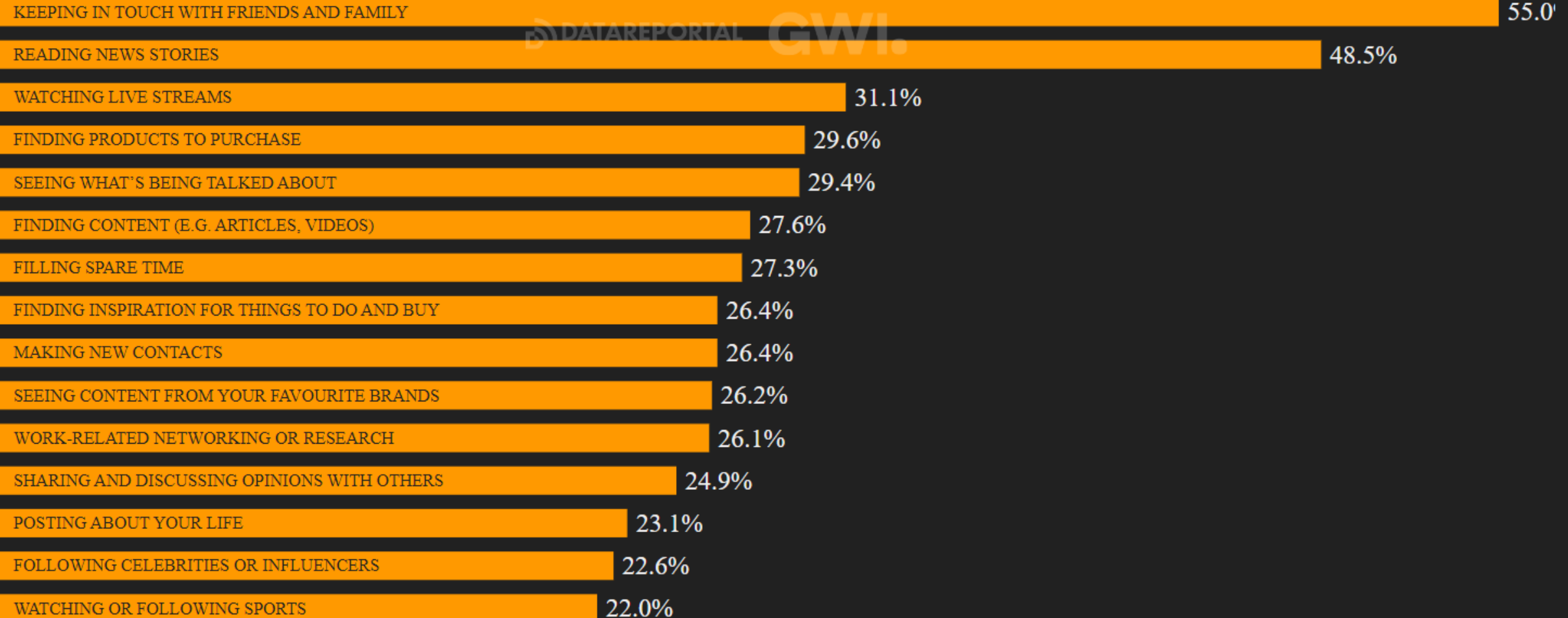
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



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MOST USED SOCIAL MEDIA PLATFORMS

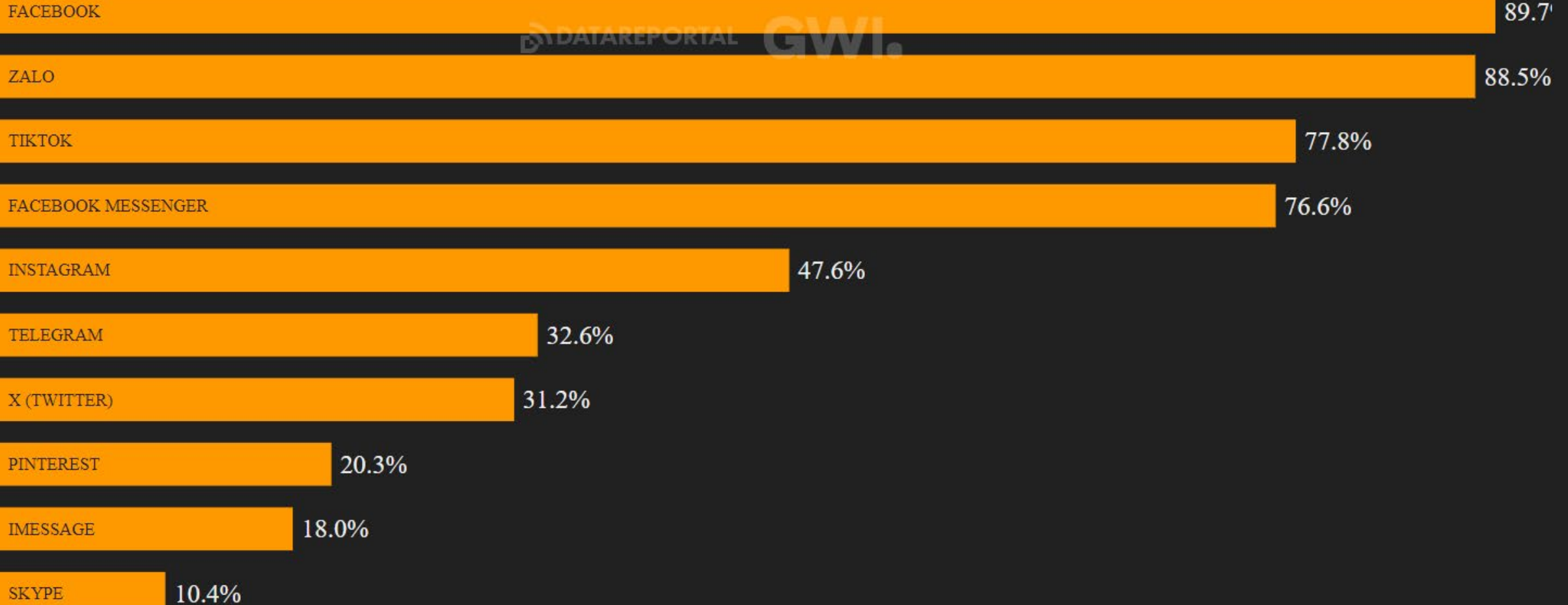
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



VIETNAM

DATA REPORTAL GWI



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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



VIETNAM

DATA REPORTAL GWI

FACEBOOK 31.6%

TIKTOK 24.1%

ZALO 23.1%

FACEBOOK MESSENGER 9.0%

INSTAGRAM 3.5%

1.4% X (TWITTER)

1.3% TELEGRAM

1.1% PINTEREST

0.6% DISCORD

0.6% I MESSAGE

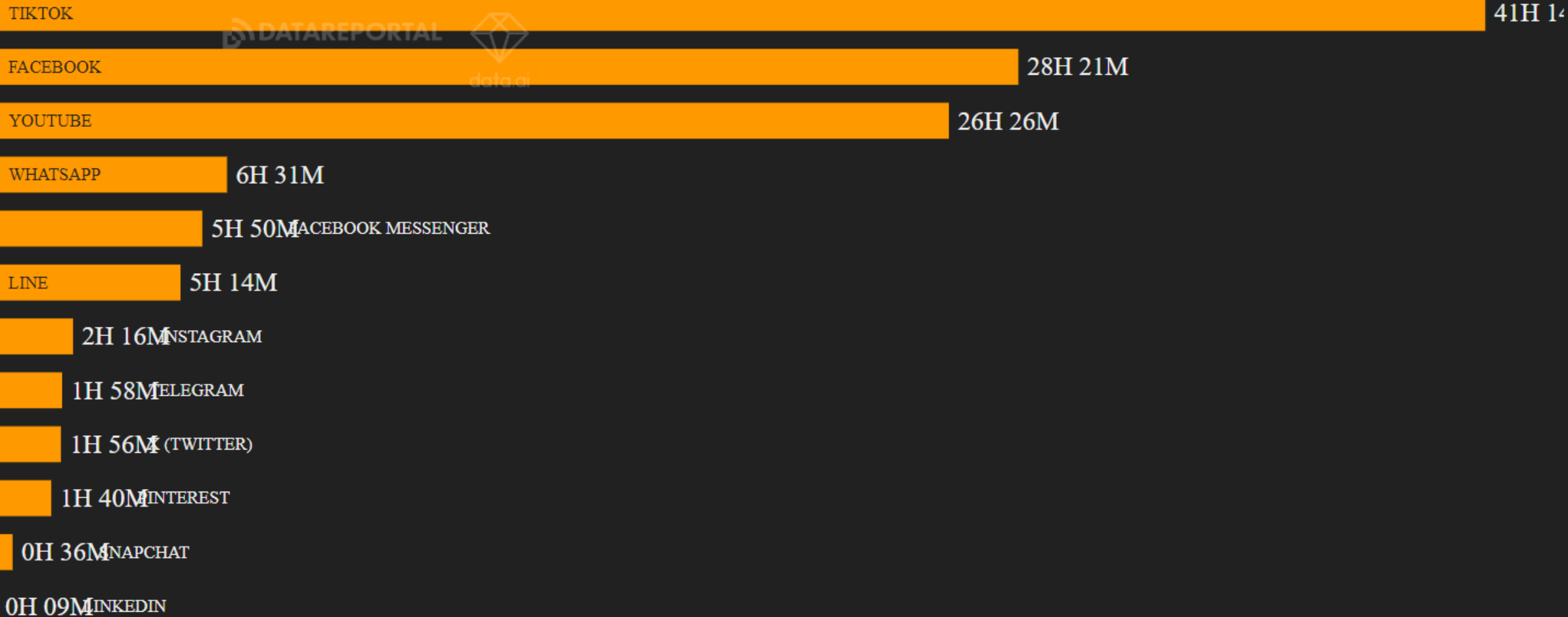
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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



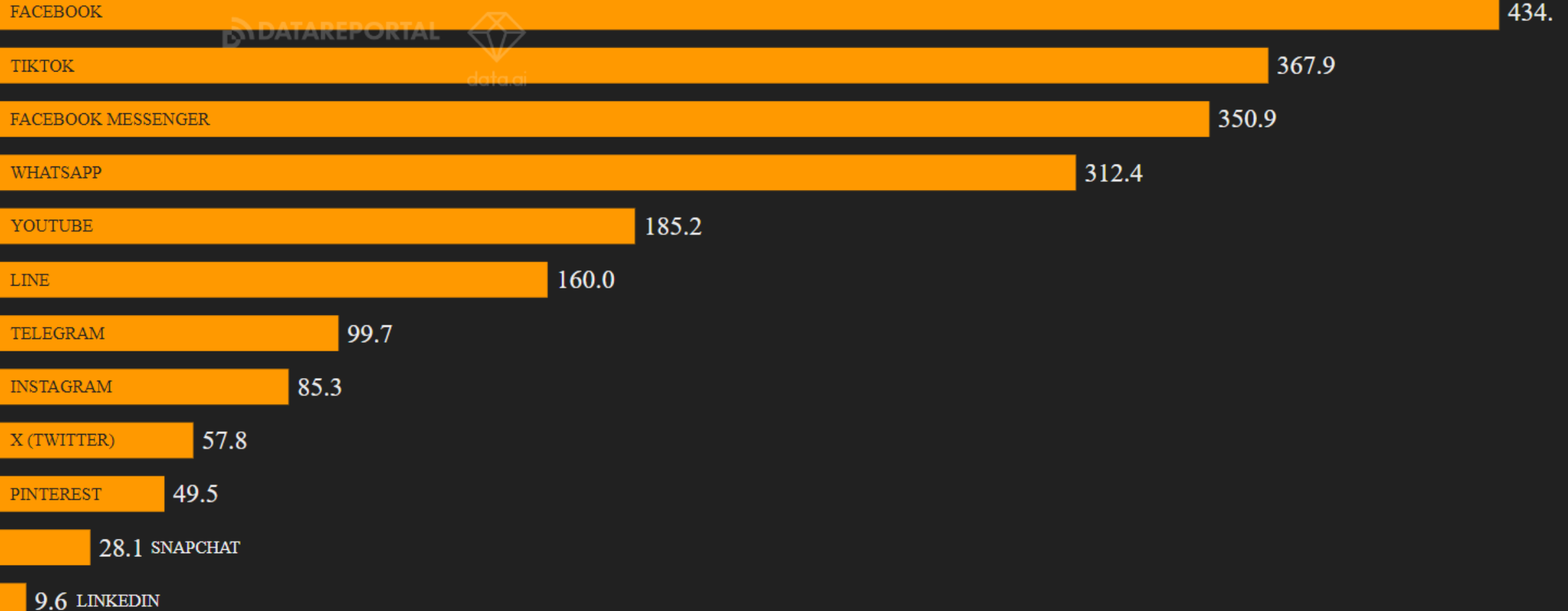
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MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



VIETNAM

ANY KIND OF SOCIAL
MEDIA PLATFORM



GW.I.

81.2%

YOY: -3.6% (-300 BPS)

SOCIAL
NETWORKS



57.2%

YOY: -2.9% (-170 BPS)

QUESTION & ANSWER
SITES (E.G. QUORA)



GW.I.

17.9%

YOY: -24.8% (-590 BPS)

MESSAGING AND
LIVE CHAT SERVICES



16.8%

YOY: -28.8% (-680 BPS)

FORUMS AND
MESSAGE BOARDS



KEPIOS

17.4%

YOY: -22.7% (-510 BPS)

MICRO-BLOGS
(E.G. X / TWITTER)



GW.I.

10.9%

YOY: -27.3% (-410 BPS)

VLOGS (BLOGS IN
A VIDEO FORMAT)



14.2%

YOY: -23.2% (-430 BPS)

ONLINE PINBOARDS
(E.G. PINTEREST)



7.5%

YOY: -23.5% (-230 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

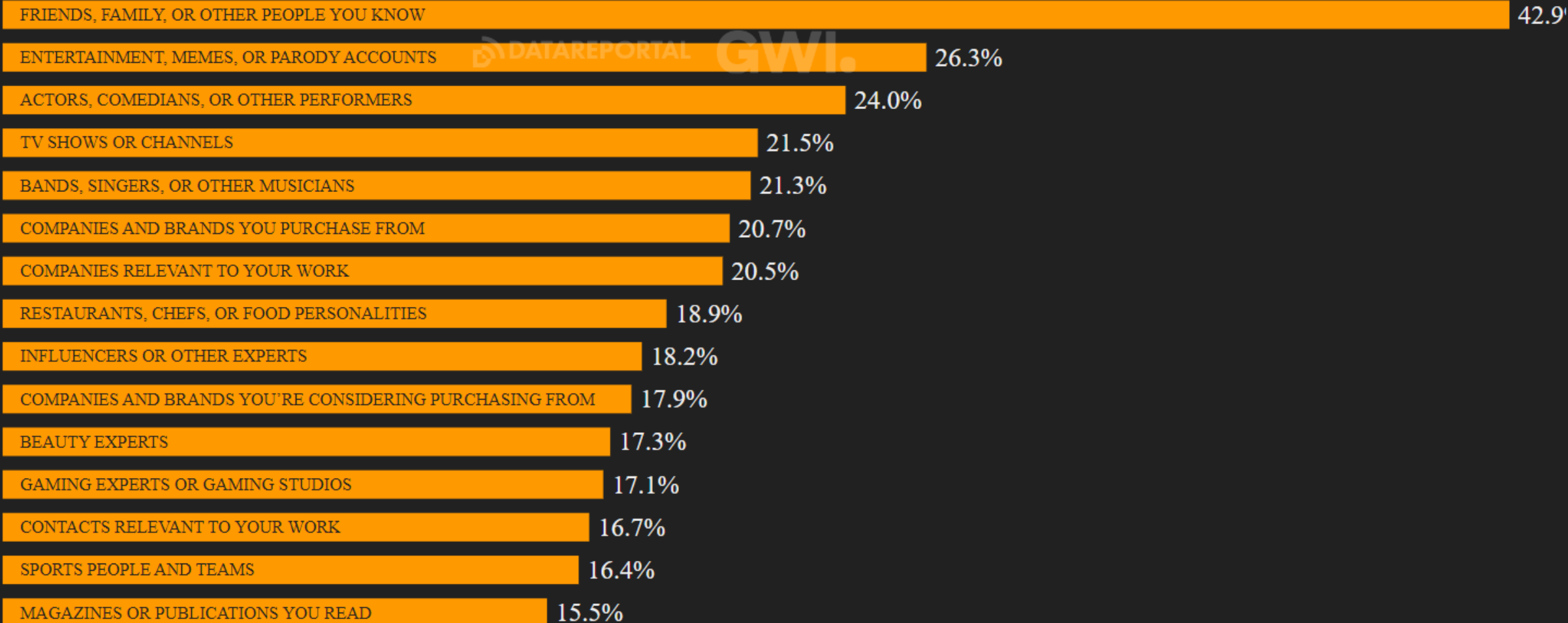
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



VIETNAM



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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK

68.9%

X (TWITTER)

11.3%

YOUTUBE

8.8%

PINTEREST

6.3%

3.5% INSTAGRAM

0.7% REDDIT

0.2% LINKEDIN

0.3% OTHERS

DATA REPORTAL

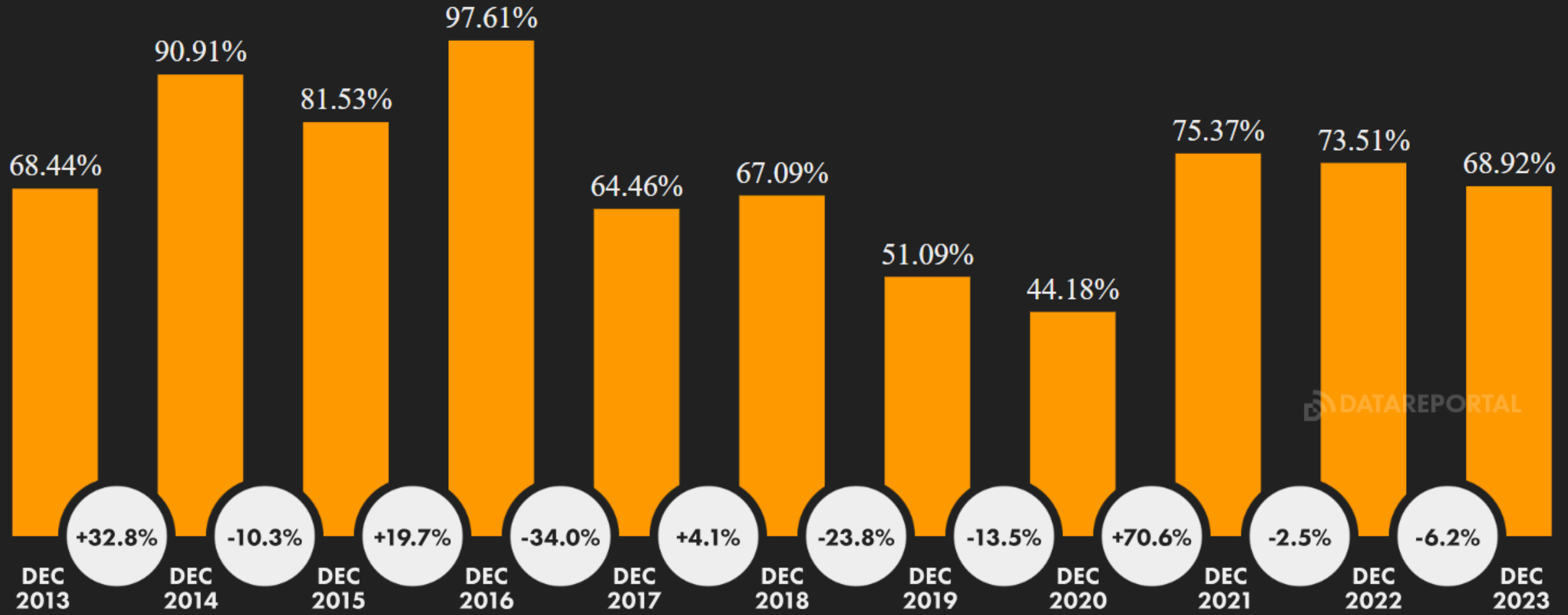
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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



VIETNAM



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.



SOCIAL MEDIA PLATFORMS



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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW



VIETNAM

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



72.70
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



we
are
social

73.3%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



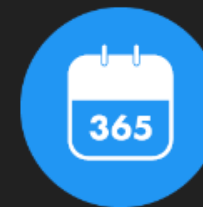
92.7%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-7.4%
-5.9 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+9.8%
+6.5 MILLION

SHARE: FEMALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



51.0%

SHARE: MALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



49.0%

ADOPTION: OVERALL FACEBOOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



99.2%

ADOPTION: FEMALE FACEBOOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

98.2%

ADOPTION: MALE FACEBOOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



100.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



VIETNAM

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **ALL POST TYPES**



locowise

0.05%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **PHOTO POSTS**



locowise

0.08%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **VIDEO POSTS**



locowise

0.05%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **LINK POSTS**



KEPIOS

0.02%

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **STATUS POSTS**



0.06%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

JAN
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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



VIETNAM

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



63.00
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



we
are
social

63.5%

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



Meltwater

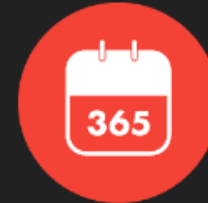
80.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]

SHARE: FEMALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



49.5%

SHARE: MALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



Meltwater

50.5%

ADOPTION: OVERALL YOUTUBE
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



70.7%

ADOPTION: FEMALE YOUTUBE
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

67.8%

ADOPTION: MALE YOUTUBE
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



73.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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Meltwater

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



VIETNAM

#	SEARCH QUERY	INDEX
01	NHẠC	100
02	KARAOKE	97
03	PHIM	97
04	REMIX	70
05	REVIEW	34
06	MA	28
07	NHAC	28
08	REVIEW PHIM	26
09	XỔ SỐ	20
10	DORAEMON	20

#	SEARCH QUERY	INDEX
11	TIKTOK	19
12	NHẠC REMIX	18
13	ANIME	14
14	THIỆU NHI	11
15	BÀI HÁT	11
16	CHILL	11
17	CON VỊT	11
18	CA NHẠC	11
19	BOLERO	9
20	NHẠC THIẾU NHI	9

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

JAN
2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW



VIETNAM

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



10.90
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



we
are
social

11.0%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



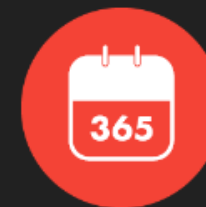
13.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-5.6%
-650 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+5.3%
+550 THOUSAND

SHARE: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



60.1%

SHARE: MALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



39.9%

ADOPTION: OVERALL INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



14.6%

ADOPTION: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

16.9%

ADOPTION: MALE INSTAGRAM
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



12.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

JAN
2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW



VIETNAM

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



67.72
MILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



we
are
social

68.3%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



Meltwater

86.3%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+8.2%
+5.1 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+35.8%
+18 MILLION

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



49.1%

SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



Meltwater

50.9%

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



92.6%

ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

88.1%

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



97.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

JAN
2024

MESSENGER: ADVERTISING AUDIENCE OVERVIEW



VIETNAM

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



54.50
MILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



we
are
social

54.9%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



Meltwater

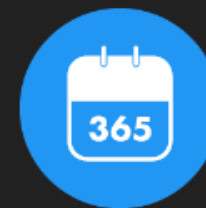
69.5%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-7.6%
-4.5 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



+3.5%
+1.9 MILLION

SHARE: FEMALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



51.5%

SHARE: MALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



Meltwater

48.5%

ADOPTION: OVERALL MESSENGER
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



KEPIOS

73.8%

ADOPTION: FEMALE MESSENGER
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

74.3%

ADOPTION: MALE MESSENGER
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



74.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

JAN
2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW



VIETNAM

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



7.50
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



we
are
social

7.6%

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



9.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+5.6%
+400 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+44.2%
+2.3 MILLION

SHARE: FEMALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



50.0%

SHARE: MALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



50.0%

ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



10.3%

ADOPTION: FEMALE LINKEDIN
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

5.6%

ADOPTION: MALE LINKEDIN
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



5.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

JAN
2024

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



VIETNAM

TOTAL POTENTIAL REACH
OF ADS ON X (TWITTER)



5.58
MILLION

X AD REACH vs.
TOTAL POPULATION



we
are
social

5.6%

X AD REACH vs.
TOTAL INTERNET USERS



Meltwater

7.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



-5.4%
-316 THOUSAND

YEAR-ON-YEAR CHANGE
IN REPORTED X AD REACH



+36.2%
+1.5 MILLION

SHARE: FEMALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



36.8%

SHARE: MALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



Meltwater

63.2%

ADOPTION: OVERALL X AD
REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



7.4%

ADOPTION: FEMALE X AD
REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

5.2%

ADOPTION: MALE X AD
REACH AGED 18+ vs. MALE
POPULATION AGED 18+



9.8%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
social

Meltwater



MOBILE



JAN
2024

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



168.5
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



169.8%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



+3.2%
+5.1 MILLION

SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



96.6%

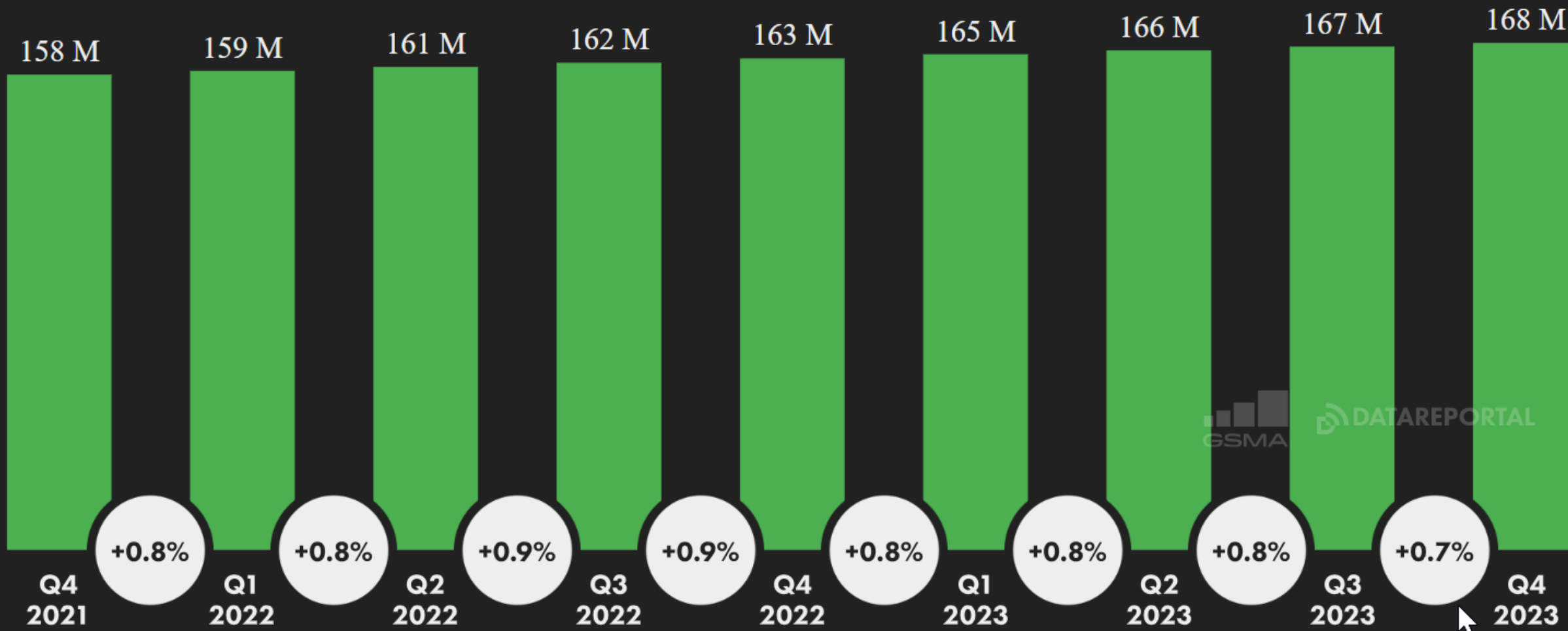
JAN
2024

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME



VIETNAM



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS [E.G. "123 K" = 123,000], "M" DENOTES MILLIONS [E.G. "1.23 M" = 1,230,000], AND "B" DENOTES BILLIONS [E.G. "1.23 B" = 1,230,000,000]. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023



VIETNAM

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



64.07%

YEAR-ON-YEAR CHANGE

-10.4% (-743 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



35.49%

YEAR-ON-YEAR CHANGE

+26.4% (+742 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



0.40%

YEAR-ON-YEAR CHANGE

-2.4% (-1 BP)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.04%

YEAR-ON-YEAR CHANGE

+100% (+2 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN
2024

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL



VIETNAM

TOTAL TIME SPENT USING
SMARTPHONES EACH DAY



5H 15M

SHARE OF SMARTPHONE
TIME: SOCIAL MEDIA APPS



28.4%

SHARE OF SMARTPHONE
TIME: ENTERTAINMENT APPS



35.1%

SHARE OF SMARTPHONE
TIME: UTILITY & PRODUCTIVITY



10.7%

SHARE OF SMARTPHONE TIME:
MOBILE GAMES (ALL GENRES)



19.7%

SHARE OF SMARTPHONE
TIME: SHOPPING APPS



1.0%

SHARE OF SMARTPHONE
TIME: ALL OTHER APPS



5.1%

SHARE OF SMARTPHONE TIME: WEB
BROWSERS & SEARCH ENGINES*



6.0%

JAN
2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023



TOTAL NUMBER
OF MOBILE APP
DOWNLOADS

YEAR-ON-YEAR CHANGE
IN THE TOTAL NUMBER OF
MOBILE APP DOWNLOADS

ANNUAL CONSUMER
SPEND ON MOBILE APPS
AND IN-APP PURCHASES (USD)

YEAR-ON-YEAR CHANGE IN
CONSUMER SPEND ON MOBILE
APPS AND IN-APP PURCHASES



3.39
BILLION

-2.8%
-98 MILLION

\$549.9
MILLION

+8.7%
+\$44 MILLION



SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

JAN
2024

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



VIETNAM

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	ZALO	VNG
03	FACEBOOK MESSENGER	META
04	YOUTUBE	GOOGLE
05	TIKTOK	BYTEDANCE
06	GOOGLE	GOOGLE
07	CHROME BROWSER	GOOGLE
08	SHOPEE	SEA
09	GOOGLE MAPS	GOOGLE
10	GMAIL	GOOGLE

#	MOBILE GAME	COMPANY
01	ARENA OF VALOR	SEA
02	FREE FIRE	SEA
03	ROBLOX	ROBLOX
04	PUBG MOBILE	TENCENT
05	MINI WORLD BLOCK ART	MINIWAN
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	PLAY TOGETHER	HAEGIN
08	MINECRAFT POCKET EDITION	MICROSOFT
09	ZINGPLAY	VNG
10	STICKMAN PARTY	PLAYMAX GAME STUDIO



data.ai



data.ai



JAN
2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



VIETNAM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	ZALO	VNG
04	FACEBOOK	META
05	FACEBOOK MESSENGER	META
06	SHOPEE	SEA
07	VNEID	TRUNG TÂM D L I U QUỐC GIA V DÂN C
08	TELEGRAM	TELEGRAM
09	MB BANK	MB BANK
10	PURE TUBER	PURE TUBER STUDIO

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	ARENA OF VALOR	SEA
03	ROBLOX	ROBLOX
04	PLAY TOGETHER	HAEGIN
05	MINI WORLD BLOCK ART	MINIWAN
06	DOGGO GO	NOX INTERACTIVE TECHNOLOGY
07	ZINGPLAY	VNG
08	STICKMAN PARTY	PLAYMAX GAME STUDIO
09	TALKING TOM GOLD RUN	JINKE CULTURE - OUTFIT7
10	MY TALKING TOM 2	JINKE CULTURE - OUTFIT7



data.ai



data.ai



JAN
2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023



#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	GOOGLE ONE	GOOGLE
03	VIEON	DZONES HUB
04	YOUTUBE	GOOGLE
05	TINDER	MATCH GROUP
06	BIGO LIVE	JOYY INC.
07	WEPLAY	WEJOY
08	CAPCUT	BYTEDANCE
09	BOOKSYBIZ	BOOKSY
10	WESING	TENCENT

#	MOBILE GAME	COMPANY
01	RISE OF KINGDOMS	LILITH
02	ARENA OF VALOR	SEA
03	MU: TR NG VÀNG VỎ H N	ZX INC
04	COIN MASTER	MOON ACTIVE
05	FREE FIRE	SEA
06	GOLDEN HOYEAH SLOTS	IGS
07	GENSHIN IMPACT	MIHOYO
08	PUBG MOBILE	TENCENT
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	ANT LEGION	37 ENTERTAINMENT

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.



ECOMMERCE



JAN
2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



VIETNAM

ACCOUNT WITH A FINANCIAL INSTITUTION



56.1%

FEMALE 52.5% MALE 59.9%

CREDIT CARD OWNERSHIP



5.6%

FEMALE 4.0% MALE 7.3%

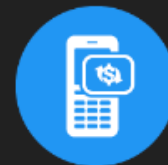
DEBIT CARD OWNERSHIP



48.9%

FEMALE 45.5% MALE 52.4%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)



16.5%

FEMALE 14.7% MALE 18.3%

MADE A DIGITAL PAYMENT (PAST YEAR)



42.0%

FEMALE 40.3% MALE 43.8%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)



40.4%

FEMALE 42.1% MALE 38.5%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)



31.6%

FEMALE 29.9% MALE 33.4%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)



25.0%

FEMALE 24.5% MALE 25.6%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

JAN
2024

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



VIETNAM

PURCHASED A PRODUCT
OR SERVICE ONLINE



GW.I.

54.3%

ORDERED GROCERIES
VIA AN ONLINE STORE



21.5%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



14.8%

USED AN ONLINE PRICE
COMPARISON SERVICE



GW.I.

20.9%

USED A BUY NOW,
PAY LATER SERVICE



11.6%

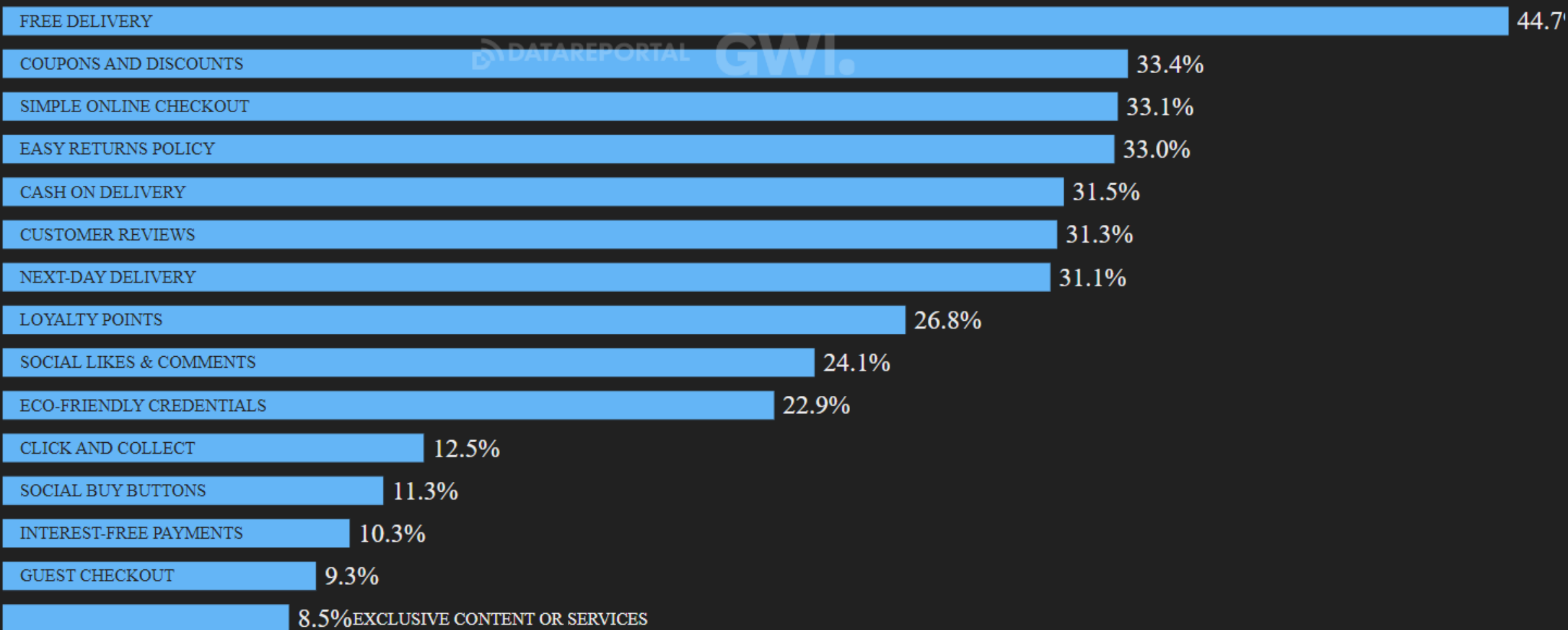
JAN
2024

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



VIETNAM



JAN
2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)



VIETNAM

ELECTRONICS



\$4.11
BILLION

YEAR-ON-YEAR CHANGE
+11.1% (+\$411 MILLION)

FASHION



\$1.79
BILLION

YEAR-ON-YEAR CHANGE
+9.3% (+\$152 MILLION)

FOOD



\$1.21
BILLION

YEAR-ON-YEAR CHANGE
+18.6% (+\$190 MILLION)

BEVERAGES



\$505.2
MILLION

YEAR-ON-YEAR CHANGE
+1.9% (+\$9.2 MILLION)

DIY & HARDWARE



\$418.8
MILLION

YEAR-ON-YEAR CHANGE
-2.2% (-\$9.5 MILLION)

FURNITURE



\$283.7
MILLION

YEAR-ON-YEAR CHANGE
+11.1% (+\$28 MILLION)

PHYSICAL MEDIA



\$231.2
MILLION

YEAR-ON-YEAR CHANGE
-4.3% (-\$11 MILLION)

BEAUTY & PERSONAL CARE



\$448.4
MILLION

YEAR-ON-YEAR CHANGE
+4.3% (+\$18 MILLION)

TOBACCO PRODUCTS



\$20.0
THOUSAND

YEAR-ON-YEAR CHANGE
[UNCHANGED]

TOYS & HOBBY



\$433.1
MILLION

YEAR-ON-YEAR CHANGE
+3.9% (+\$16 MILLION)

HOUSEHOLD ESSENTIALS



\$280.5
MILLION

YEAR-ON-YEAR CHANGE
+16.5% (+\$40 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS



\$121.1
MILLION

YEAR-ON-YEAR CHANGE
+7.0% (+\$7.9 MILLION)

LUXURY GOODS



\$84.61
MILLION

YEAR-ON-YEAR CHANGE
+9.7% (+\$7.5 MILLION)

EYE-WEAR



\$62.56
MILLION

YEAR-ON-YEAR CHANGE
-4.6% (-\$3.0 MILLION)

SOURCE: STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD



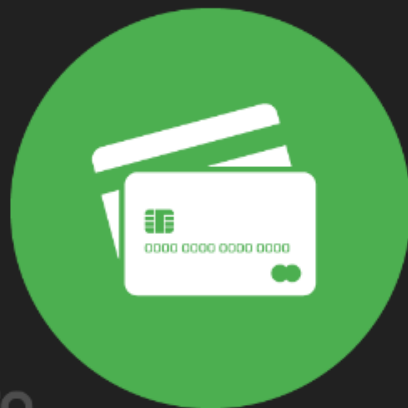
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS



ppro

31.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS



KEPIOS

27.0%

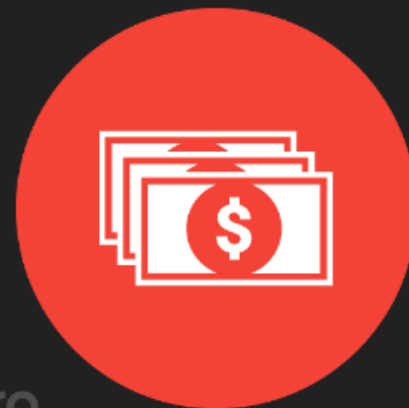
SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS



ppro

21.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY



ppro

18.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS



3.0%

JAN
2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	ÁO	100
02	DỊCH	92
03	IPHONE	92
04	SAMSUNG	58
05	PHIM	54
06	ĐỒNG HỒ	48
07	ĐIỆN THOẠI	39
08	GG	33
09	GOOGLE	30
10	THỜI TIẾT	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	GG DỊCH	29
12	XE ĐẠP	27
13	XSMB	26
14	LEGO	26
15	SHOPEE	25
16	OPPO	24
17	NIKE	24
18	MÁY TÍNH	22
19	GOOGLE DỊCH	21
20	XSMN	20

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

JAN
2024

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)



VIETNAM

FLIGHTS



**\$4.61
BILLION**

YEAR-ON-YEAR CHANGE
+275% (+\$3.4 BILLION)

statista

TRAINS

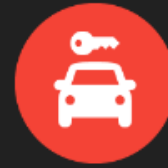


**\$142.0
MILLION**

YEAR-ON-YEAR CHANGE
+34.1% (+\$36 MILLION)



CAR RENTALS



**\$390.5
MILLION**

YEAR-ON-YEAR CHANGE
+37.4% (+\$106 MILLION)

statista

LONG-DISTANCE BUSES



**\$150.6
MILLION**

YEAR-ON-YEAR CHANGE
+40.2% (+\$43 MILLION)

HOTELS



**\$866.1
MILLION**

YEAR-ON-YEAR CHANGE
+20.3% (+\$146 MILLION)



PACKAGE HOLIDAYS



**\$666.9
MILLION**

YEAR-ON-YEAR CHANGE
+33.5% (+\$167 MILLION)

statista

VACATION RENTALS



**\$185.3
MILLION**

YEAR-ON-YEAR CHANGE
+36.5% (+\$50 MILLION)



CRUISES



**\$982
THOUSAND**

YEAR-ON-YEAR CHANGE
+43.9% (+\$299 THOUSAND)

JAN
2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



VIETNAM

NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



26.20
MILLION

statista

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



+2.2%
+570 THOUSAND

we
are
social

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



\$1.59
BILLION

Meltwater

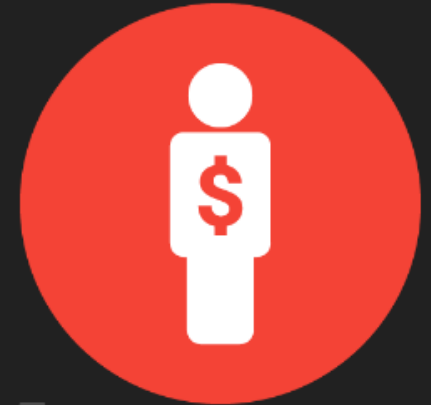
YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



+5.3%
+\$80 MILLION

statista

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



\$60.49

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



VIETNAM

NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

15.78
MILLION

YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
TREATMENT & CARE



Meltwater

+10.9%
+1.6 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL TREATMENT &
CARE MARKET (USD, 2023)



statista

\$332.6
MILLION

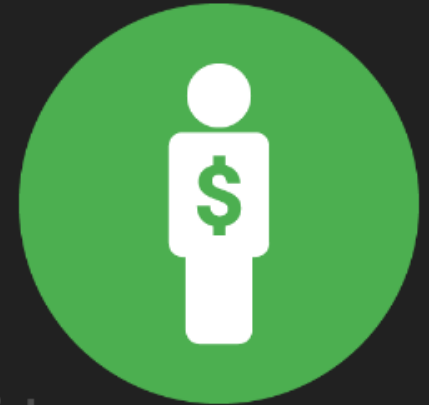
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
TREATMENT & CARE MARKET



we
are
social

+7.8%
+\$24 MILLION

AVERAGE ANNUAL VALUE PER
USER: DIGITAL TREATMENT &
CARE (USD, 2023)



\$21.08

JAN
2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

2.13
MILLION

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES



Meltwater

+9.2%
+180 THOUSAND

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2023)



statista

\$104.1
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



we
are
social

+17.6%
+\$16 MILLION

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2023)



\$48.88

JAN
2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



VIETNAM

NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

8.46
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+15.4%
+1.1 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2023)



statista

\$369.5
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+19.7%
+\$61 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2023)



\$43.67

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

we
are
social

Meltwater

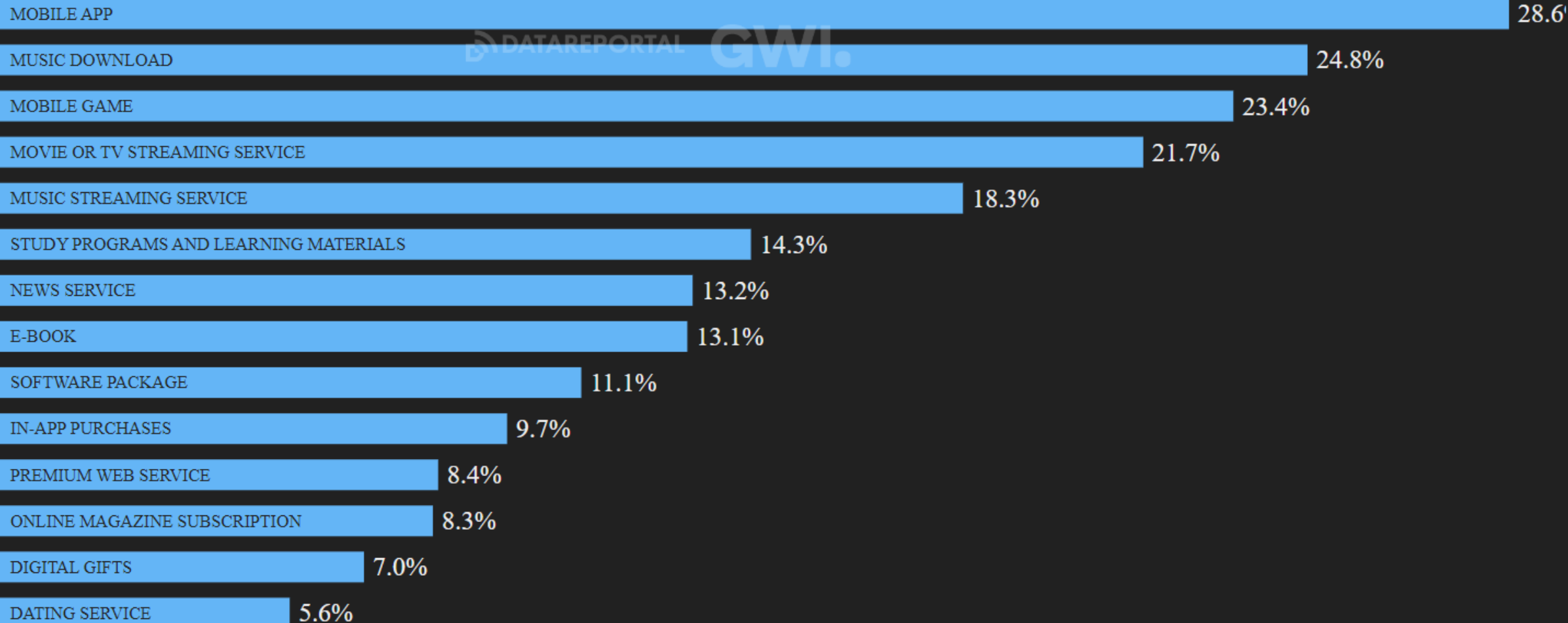
JAN
2024

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



DATA REPORTAL GWI.



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2024

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



VIETNAM

TOTAL



statista

\$818.2
MILLION

YEAR-ON-YEAR CHANGE
+12.9% (+\$94 MILLION)

VIDEO GAMES



\$407.6
MILLION

YEAR-ON-YEAR CHANGE
+9.9% (+\$37 MILLION)

VIDEO-ON-DEMAND



statista

\$321.0
MILLION

YEAR-ON-YEAR CHANGE
+18.0% (+\$49 MILLION)

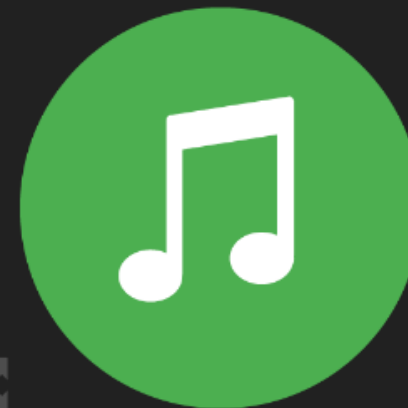
EPUBLISHING



\$33.23
MILLION

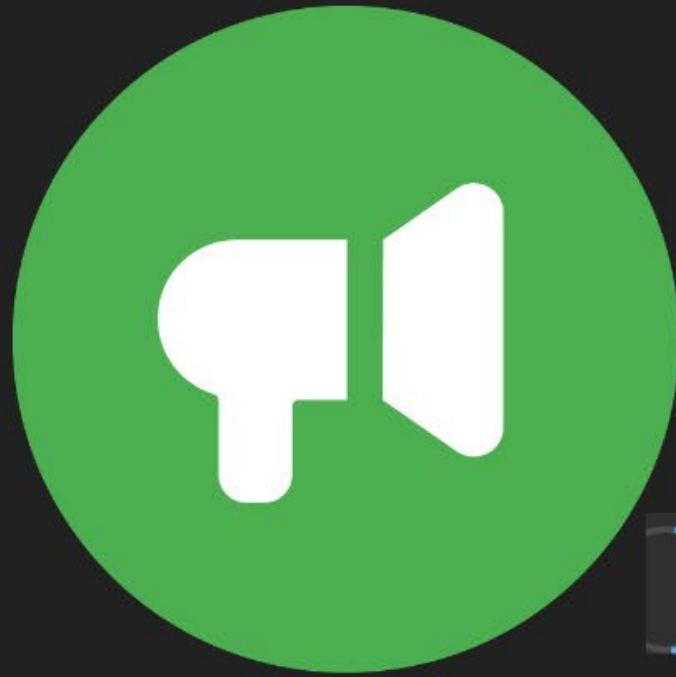
YEAR-ON-YEAR CHANGE
+7.9% (+\$2.4 MILLION)

DIGITAL MUSIC



\$56.43
MILLION

YEAR-ON-YEAR CHANGE
+11.0% (+\$5.6 MILLION)



DIGITAL MARKETING



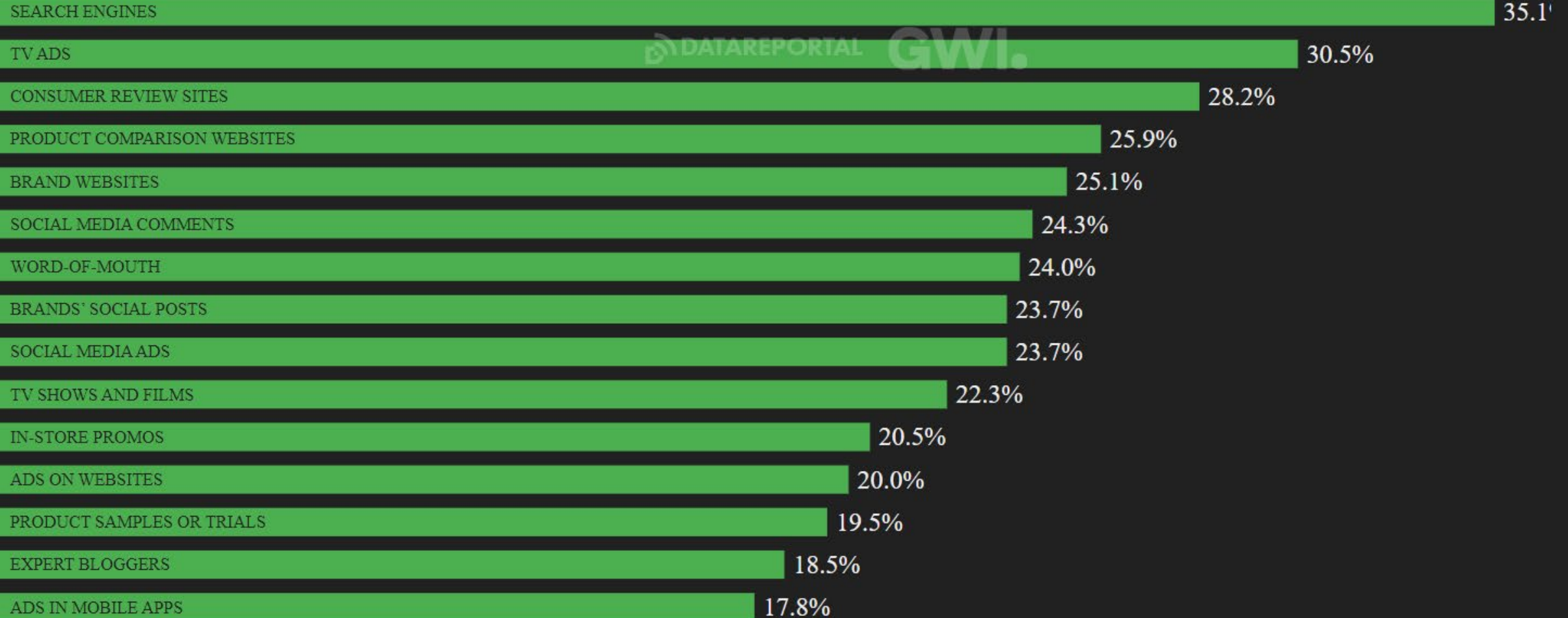
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2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



VIETNAM



JAN
2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY



VIETNAM

RESEARCH BRANDS
ONLINE BEFORE
MAKING A PURCHASE



GWI.

47.6%

YOY: -10.5% (-560 BPS)

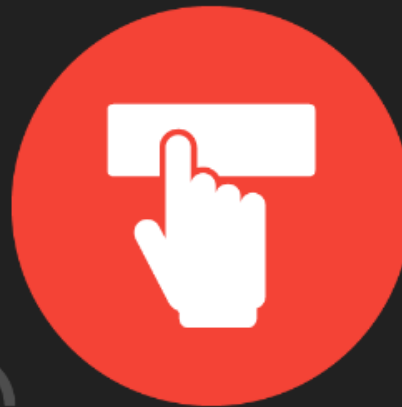
VISITED A BRAND'S
WEBSITE IN THE
PAST 30 DAYS



41.5%

YOY: -10.4% (-480 BPS)

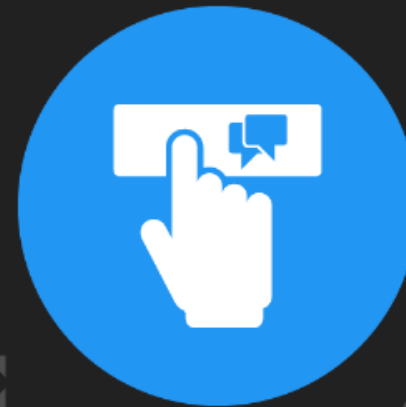
CLICKED OR TAPPED
ON A BANNER AD ON A
WEBSITE IN THE PAST 30 DAYS



17.1%

YOY: -13.6% (-270 BPS)

CLICKED OR TAPPED ON A
SPONSORED SOCIAL MEDIA
POST IN THE PAST 30 DAYS



GWI.

19.1%

YOY: -14.3% (-320 BPS)

DOWNLOADED OR
USED A BRANDED MOBILE
APP IN THE PAST 30 DAYS



13.5%

YOY: -18.2% (-300 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

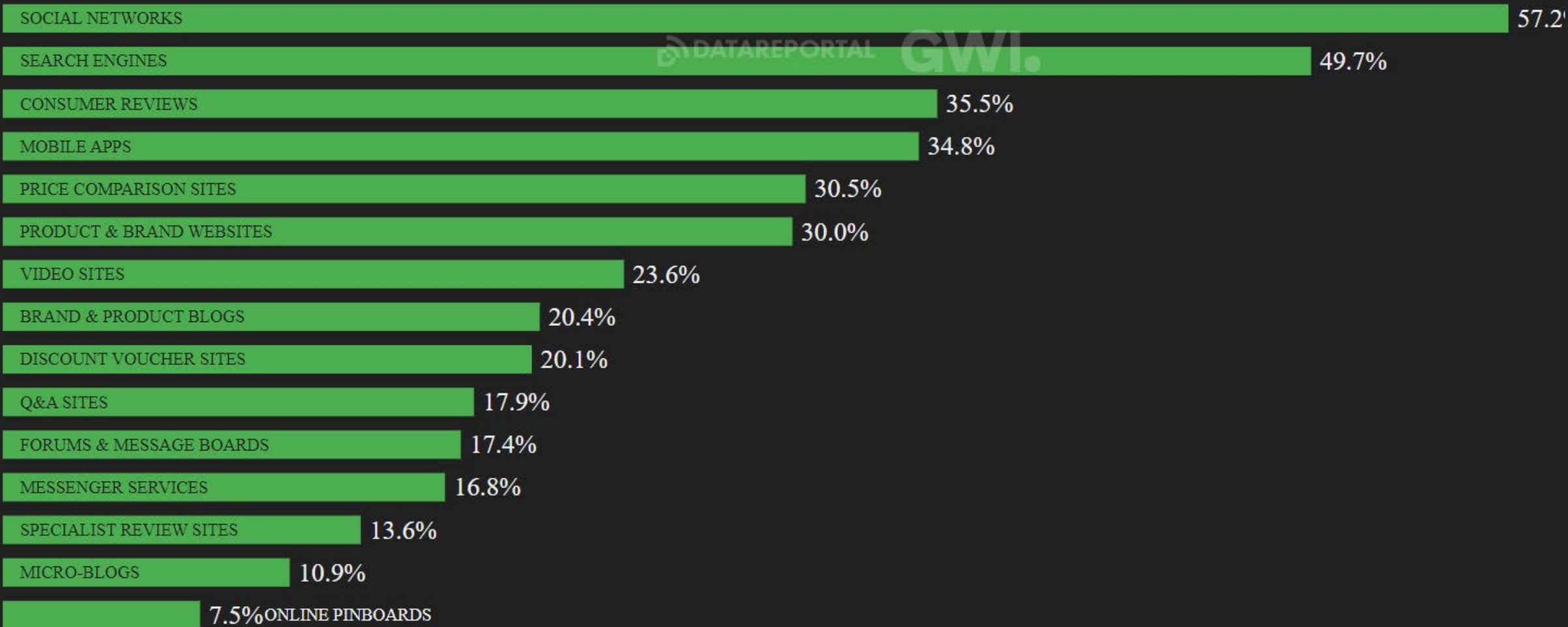
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2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



VIETNAM



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2024

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)



VIETNAM

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



\$2.44

BILLION

YEAR-ON-YEAR
CHANGE IN TOTAL AD
SPEND (ALL CHANNELS)



+6.9%

+\$158 MILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



\$1.28

BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



+11.0%

+\$127 MILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



52.5%

SOURCE: STATISTA MARKET OUTLOOKS. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

JAN
2024

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)



VIETNAM

TOTAL ANNUAL SPEND ON
DIGITAL ADS (ALL TYPES)

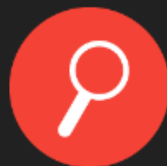


statista

\$1.28
BILLION

Y-O-Y CHANGE IN SPEND
+11.0% (+\$127 MILLION)

ANNUAL SPEND ON
ONLINE SEARCH ADS



\$489.7
MILLION

Y-O-Y CHANGE IN SPEND
+13.0% (+\$56 MILLION)

ANNUAL SPEND ON
DIGITAL VIDEO ADS

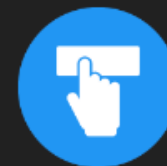


statista

\$238.4
MILLION

Y-O-Y CHANGE IN SPEND
+8.3% (+\$18 MILLION)

ANNUAL SPEND ON
DIGITAL BANNER ADS



we
are
social

\$342.1
MILLION

Y-O-Y CHANGE IN SPEND
+9.8% (+\$31 MILLION)

ANNUAL SPEND ON ONLINE
INFLUENCER ACTIVITIES



\$75.29
MILLION

Y-O-Y CHANGE IN SPEND
+17.7% (+\$11 MILLION)

ANNUAL SPEND ON
ONLINE CLASSIFIEDS



\$37.01
MILLION

Y-O-Y CHANGE IN SPEND
+0.7% (+\$240 THOUSAND)

ANNUAL SPEND ON
DIGITAL AUDIO ADS



statista

\$19.00
MILLION

Y-O-Y CHANGE IN SPEND
+14.9% (+\$2.5 MILLION)

SHARE OF TOTAL DIGITAL
AD SPEND: MOBILE DEVICES*



55.0%

Y-O-Y CHANGE IN SPEND
+2.3% (+125 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: SOCIAL MEDIA



statista

27.1%

Y-O-Y CHANGE IN SPEND
-4.7% (-133 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: PROGRAMMATIC



77.3%

Y-O-Y CHANGE IN SPEND
-0.5% (-36 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. ***ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



VIETNAM

ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



statista

\$991.7
MILLION

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+10.5%
+\$94 MILLION

PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



77.3%

YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



-0.5%
-36 BPS

JAN
2024

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



VIETNAM

ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



statista

\$489.7
MILLION

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



Meltwater

+13.0%
+\$56 MILLION

ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we
are
social

38.2%

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+1.8%
+68 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



VIETNAM

ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



statista

\$347.5
MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



KEPIOS

+5.8%
+\$19 MILLION

SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we are social

27.1%

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



-4.7%
-133 BPS

JAN
2024

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



VIETNAM

ANNUAL SPEND
ON INFLUENCER
ADVERTISING (USD)



statista

\$75.29
MILLION

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



Meltwater

+17.7%
+\$11 MILLION

INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



we
are
social

5.9%

YEAR-ON-YEAR CHANGE IN
INFLUENCER ADVERTISING'S SHARE
OF TOTAL DIGITAL AD SPEND



+6.1%
+34 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2024

ATTITUDES: ADS AND AD TRACKING

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING



VIETNAM

FEEL REPRESENTED
IN THE ADVERTISING
THAT THEY SEE OR HEAR



GWI.

13.2%

YEAR-ON-YEAR CHANGE
-32.3% (-630 BPS)

USE AN AD BLOCKER
FOR AT LEAST SOME
ONLINE ACTIVITIES



38.1%

YEAR-ON-YEAR CHANGE
-7.7% (-320 BPS)

DECLINE COOKIES
AT LEAST SOME
OF THE TIME



28.3%

YEAR-ON-YEAR CHANGE
-12.4% (-400 BPS)

USE A VIRTUAL PRIVATE
NETWORK (VPN) FOR AT LEAST
SOME ONLINE ACTIVITIES



28.4%

YEAR-ON-YEAR CHANGE
-3.1% (-90 BPS)





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DATAREPORTAL.COM

