

ASEAN Consumer Sentiment Study (ACSS) 2024

Vietnam Report





Our objective

ASEAN Consumer Sentiment Study (ACSS) is UOB's regional flagship study analysing consumer trends and sentiments in five countries (Singapore, Malaysia, Thailand, Indonesia and Vietnam).

Now in its 5th year the 2024 survey was conducted in May and June. It captures the responses of 5000 consumers across different demographic groups in this dynamic ASEAN region.

Research Design at a glance

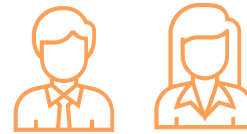
WHAT



25 mins online survey
Fieldwork: May – June 2024

Total of **1000** interviews

WHO



Male/ females aged 18-65 years

Covers Mass, Mass Affluent and
Affluent segments

Currently not employed in the following
industries:

Finance/ banking, Market research or
Advertising/ PR

Customers/ non-customers of banks/
financial institutions

WHERE



Vietnam

Cities covered	Sample
Ho Chi Minh	534
Hanoi	466
Total	1,000

Detailed look at who we spoke to

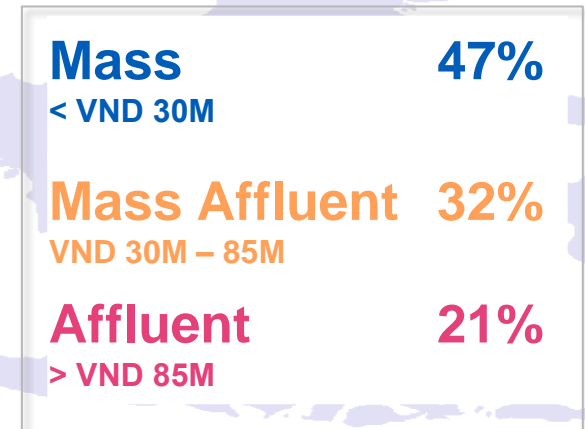
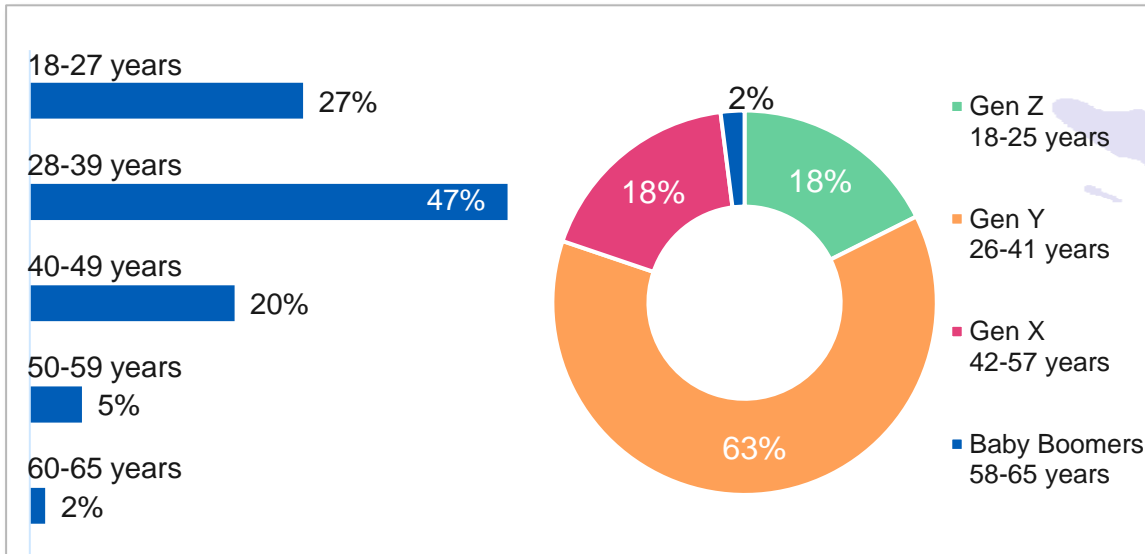
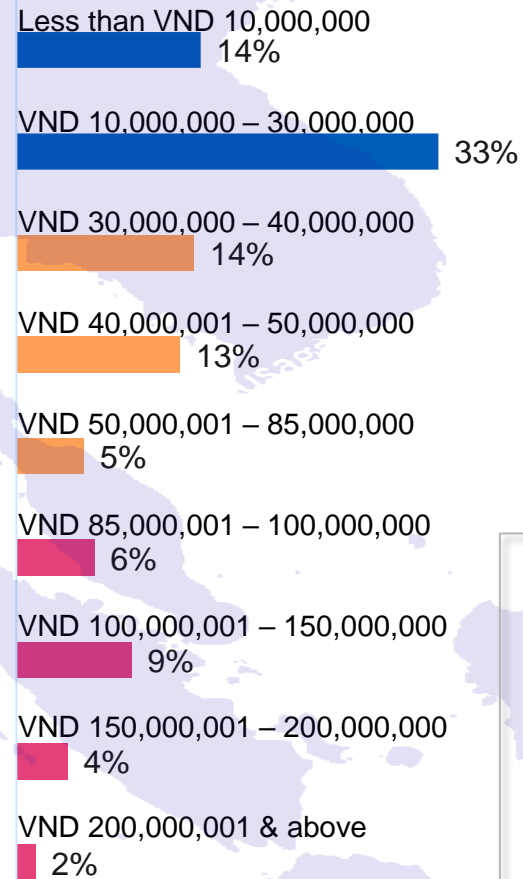
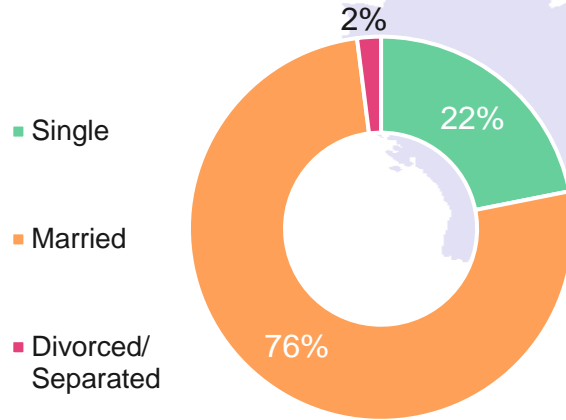
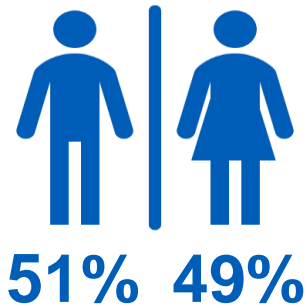


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A large, thin circle with a rainbow gradient, transitioning from green at the top to blue at the bottom, with yellow and orange in between. It is centered on the page and partially overlaps the text.

RESEARCH FINDINGS



1. EVERYDAY LIFE OUTLOOK

CURRENT MOOD, DAILY CONCERNS, WORK CONCERNS

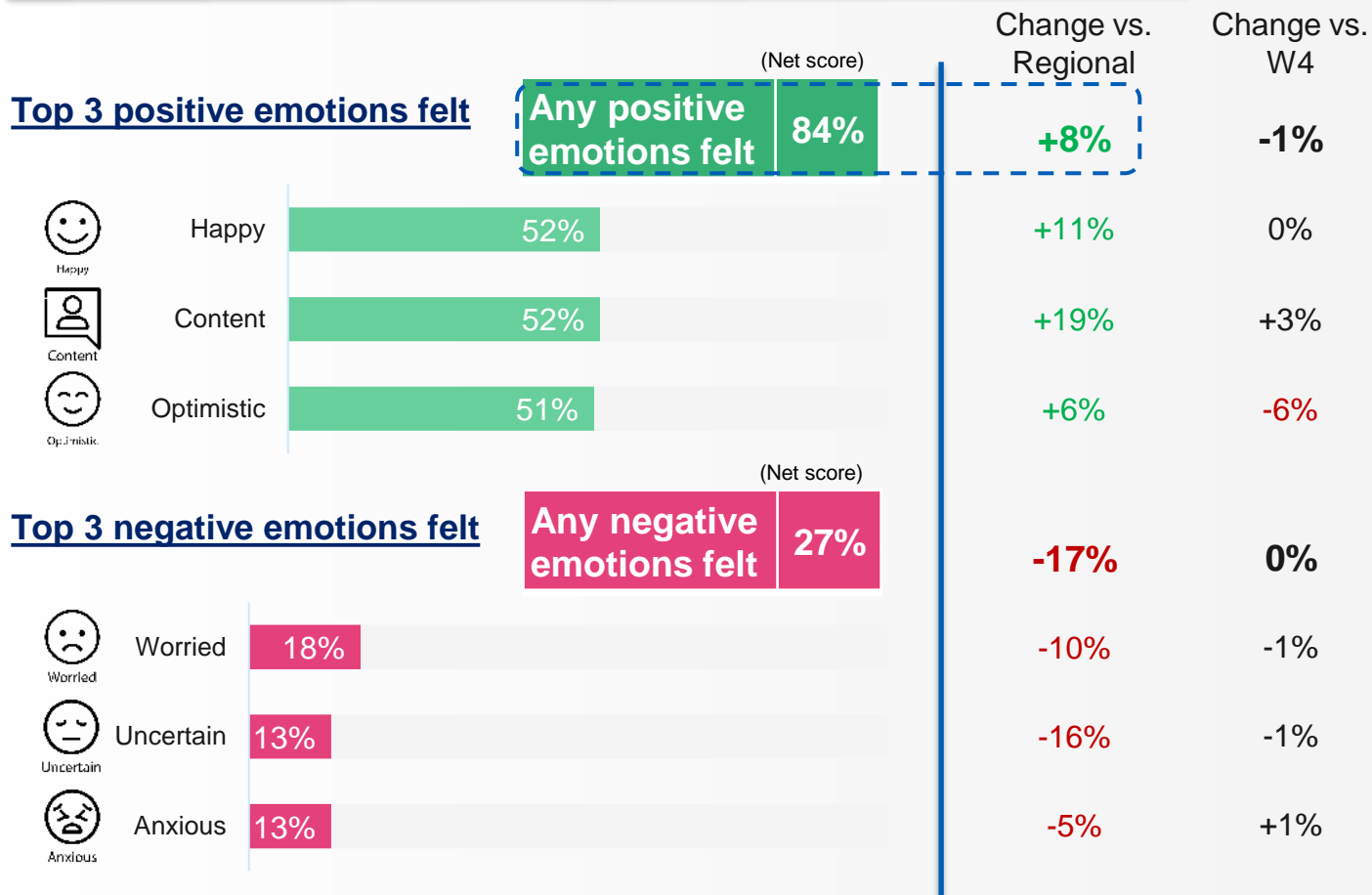
Private and Confidential

CURRENT SENTIMENTS & OUTLOOK



Mood in VN is generally positive, similar to last wave

Current mood in today's economic situation



A1. Which of the following sentiments best describes your current mood in context of today's economic situation within the country?
 Base: Total sample, W5, n=1,000

Significantly higher vs. Regional/W4
 Significantly lower vs. Regional/W4

7 in 10 Vietnamese consumers continue to be positive about both their current and future economic performance





Perception and Outlook of the economic situation in Vietnam

71% +17%
vs. Regional
0%
vs. W4

Are feeling positive about the **current economic environment** in Vietnam

Significantly higher among:


 Gen Y	76%
 Mass Affluent	79%

Vietnam is ahead on positive outlook compared to the region

73% +18%
vs. Regional
+2%
vs. W4

Are feeling positive about the **future performance of the economy** in Vietnam (next 6-12 months)

Significantly higher among:

 Mass Affluent	81%
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A2. How do you perceive the current economic environment in [insert relevant country]? Base: Total sample, W5, n=1,000

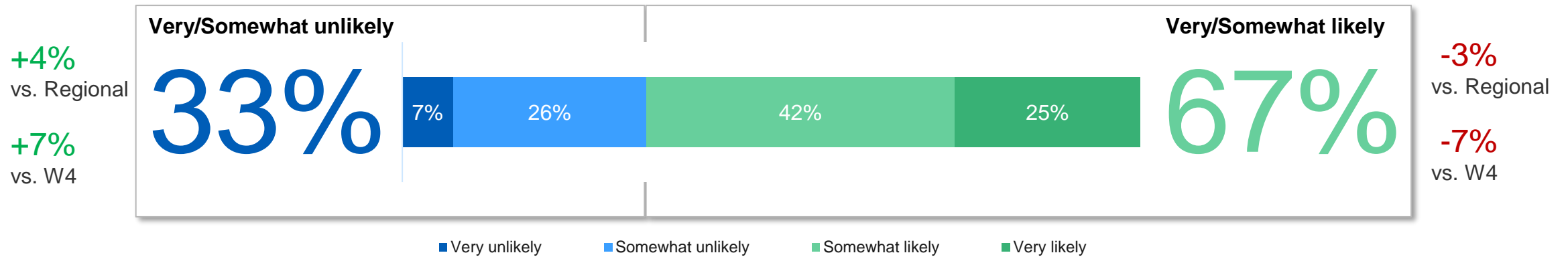
A7. Looking forward, how do you see the economy of [insert relevant country] performing over the next 6-12 months? Base: Total sample, W5, n=1,000

Significantly higher vs. Regional
Significantly lower vs. Regional

A third do not think that recession would hit Vietnam in the next 6-12 months, higher than both previous wave and the region



Likelihood of Vietnam going through a major recession



Significantly higher among:

	Mass Affluent	40%
	Male	39%

Significantly higher among:

	Gen Z	77%
	Female	73%

A5. In your opinion, what is the likelihood of [insert relevant country] going through a major economic downturn (recession) in the next 6-12 months?
 Base: Total sample, W5, n=1,000

Significantly higher vs. Regional/W4
 Significantly lower vs. Regional/W4

DAILY CONCERNS & EXPECTATIONS



Although VN consumers are most worried about finances, followed by work, these concerns have all dropped compared to previous wave



Current aspects that are worrying (T2B)



Net score: **77%**

Finances



Net score: **63%**

Work-related[^]



Net score: **54%**

Health & Well-being



Net score: **42%**

Geopolitical tensions[^]

Change vs. Regional

-1%

-1%

-1%

-3%

Change vs. W4

-4%

-8%

-15%

-5%

*T2B: Very/Somewhat worried

Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4

B1. Listed below are some key areas that people talk about. Please indicate how worried you are at the moment about each of them.
Base: Total sample, W5, n=1,000

[^]Statement tweaked in W5

Top concerns include savings, lifestyle maintenance and ability to take care of parents' well being



Most worrying financial situations to be in

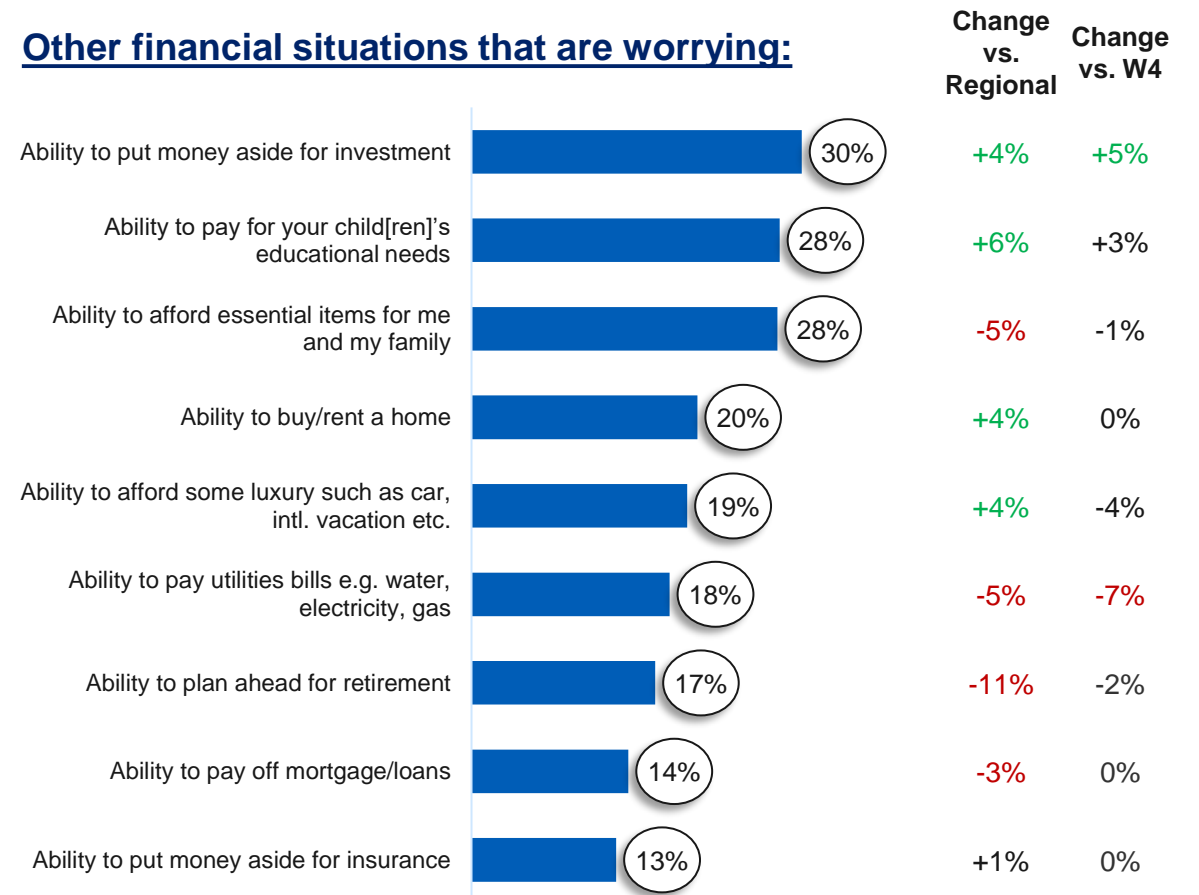
Top 3 most worrying financial situations to be in:

33% **32%** **30%**

Ability to put money aside for saving	Ability to maintain my current lifestyle	Ability to take care of my parents financial & healthcare needs
---------------------------------------	--	---

Change vs. Regional	-4%	+5%	+4%
Change vs. W4	+1%	+1%	0%

Other financial situations that are worrying:



Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4

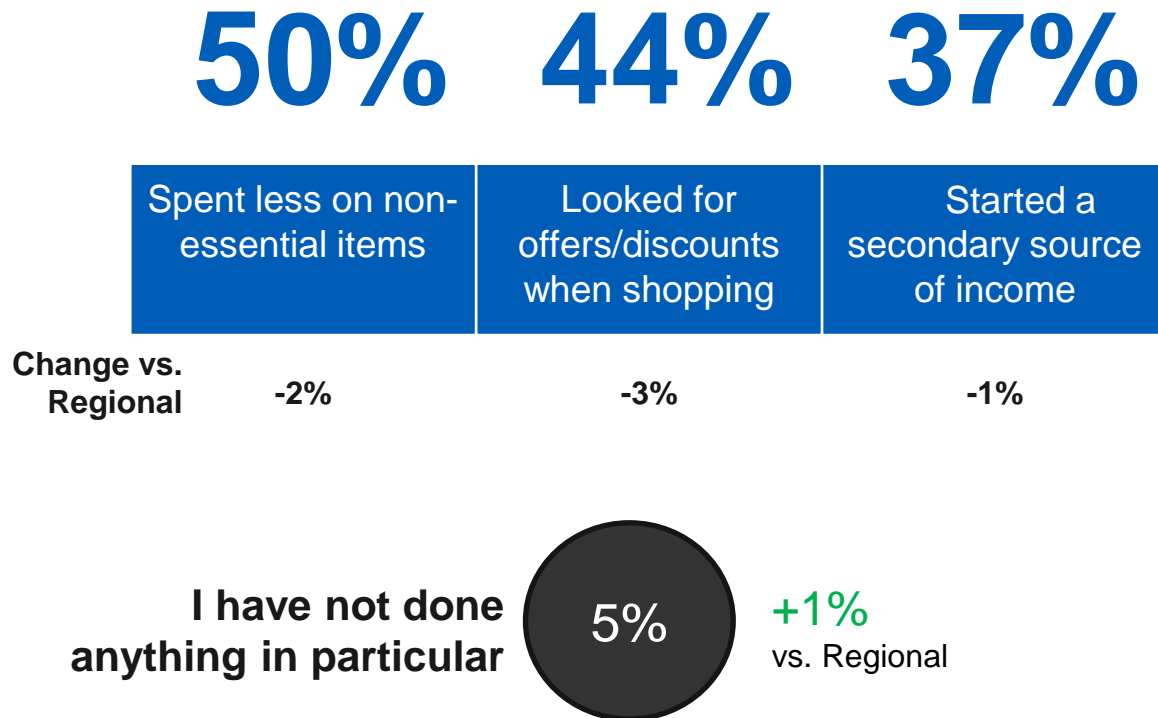
BF1. Given the high inflation in the country today, which of the following financial situations worry you the most?
Base: Total sample, W5, n=1,000

To cope with inflation, 1 in 2 consumers have reduced expenditure on non-essential items and 2 in 5 looked for discounts and offers

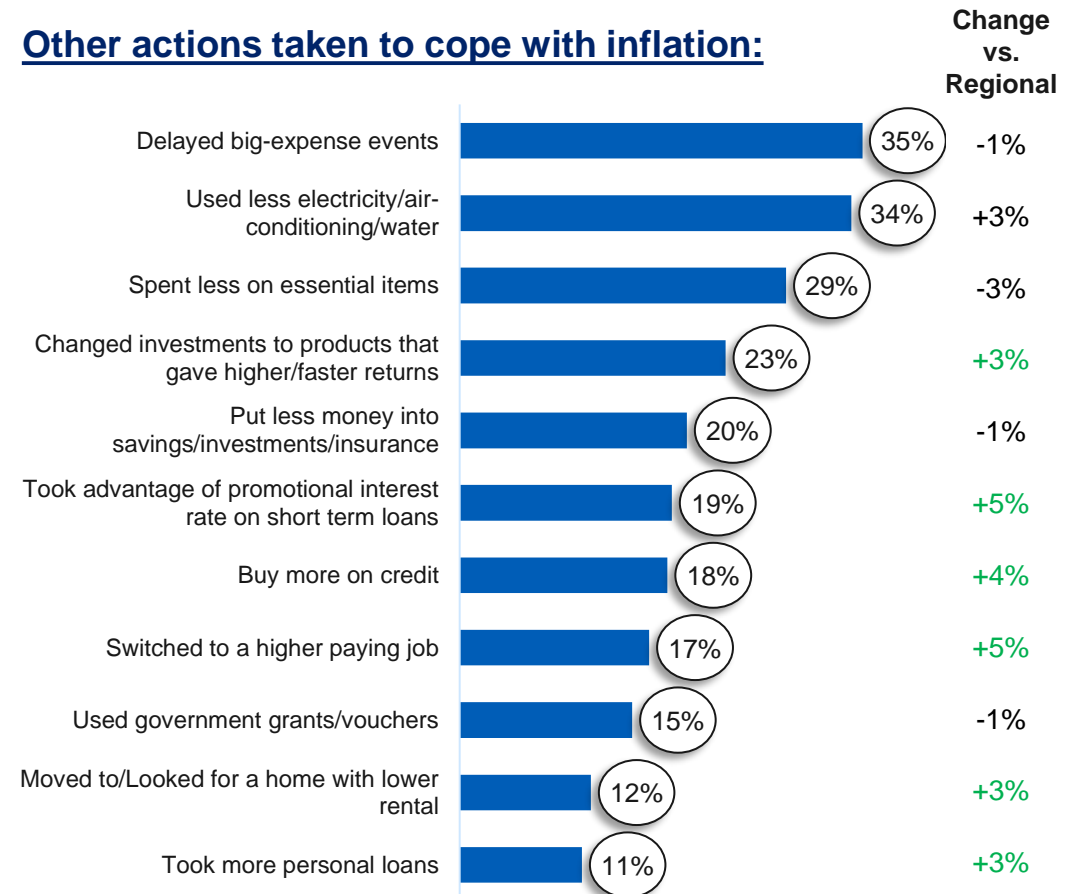


Efforts in coping with inflation

Top 3 efforts in coping with inflation:



Other actions taken to cope with inflation:

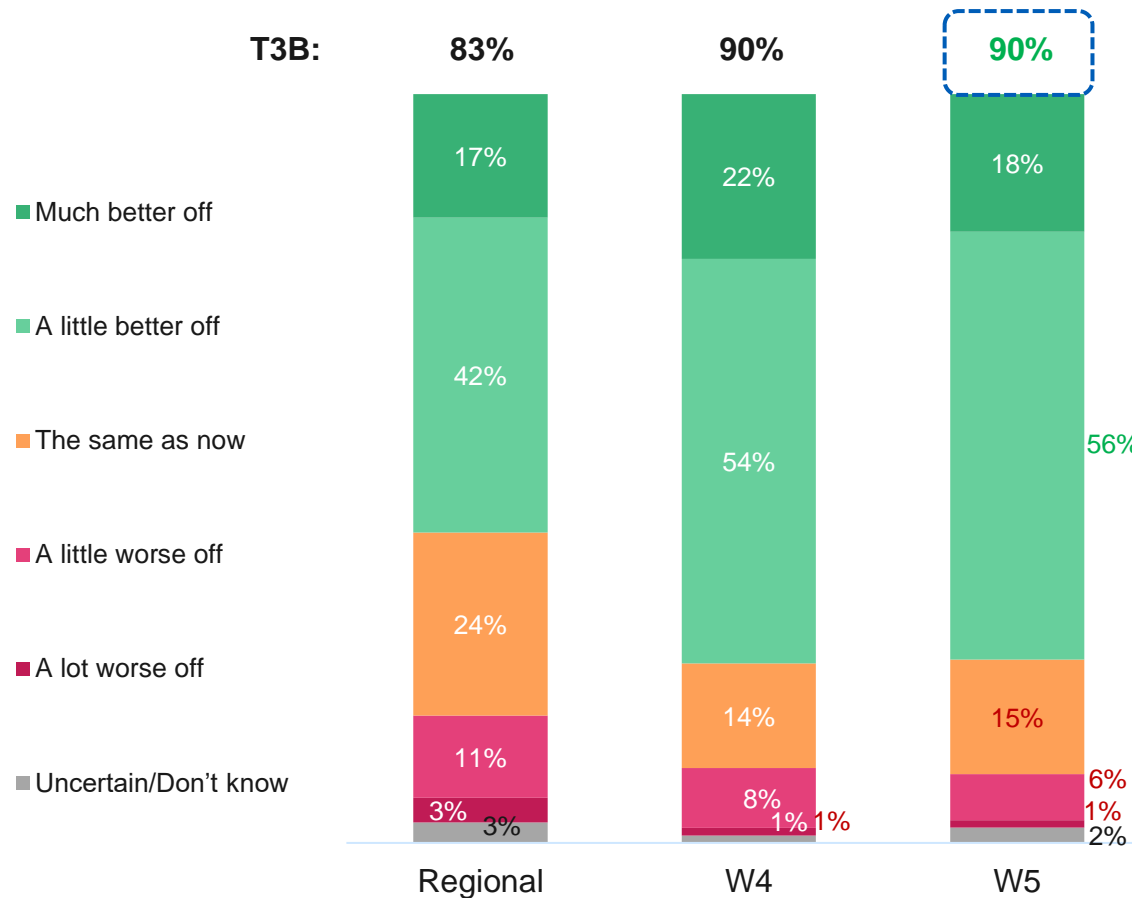


Significantly higher vs. Regional
Significantly lower vs. Regional

BF3. What have you done in the past 6-12 months to cope with inflation?
Base: Total sample, W5, n=1,000

Financial situation expectation in the coming year

9 in 10 VN consumers expect to be financially better off/same as now next year



*T3B: Better off/Same as now

BF2. Looking ahead to this time next year, where do you expect to be financially compared to today?
Base: Total sample, W5, n=1,000

Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4



2. SHIFTS IN SPENDING AND FINANCIAL HABITS

SPENDING HABITS, FINANCIAL PREFERENCES,
BANKING BEHAVIOUR

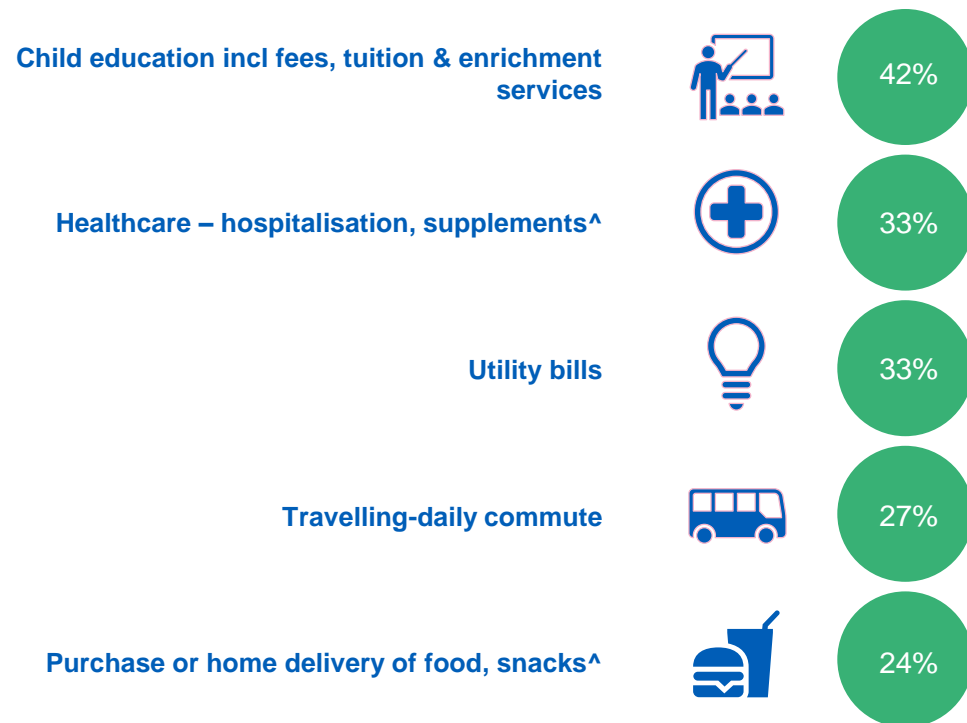
SHIFTS IN SPENDING HABITS



Consumer spending has increased on children's education, utilities and healthcare in Vietnam



Top 5 categories where spending increased



C2. Based on the following list, are you currently spending more, the same, or less on these items now compared to the last 6-12 months?

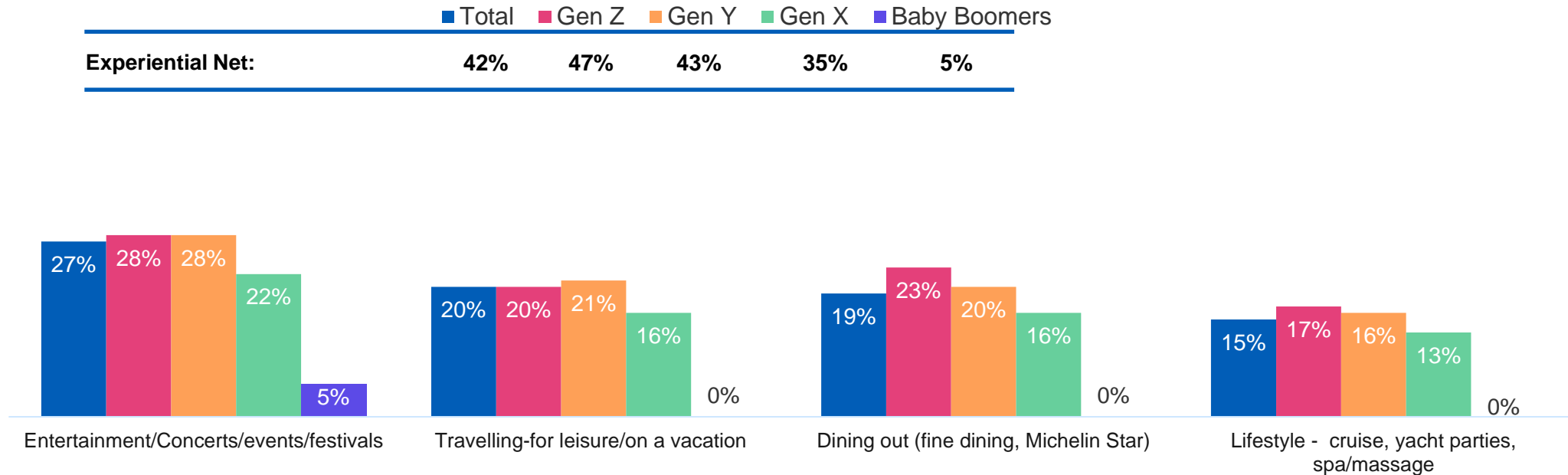
Base: Total sample, W5, n=1,000

^New statement added/ statement tweaked in W5

Higher experiential spending among Gen Z and Gen Y consumers compared to others



Experiential expenditures (spending more) – Total vs subgroups



C2. Based on the following list, are you currently spending more, the same, or less on these items now compared to the last 6-12 months?
 Base: Total sample, W5, n=1,000

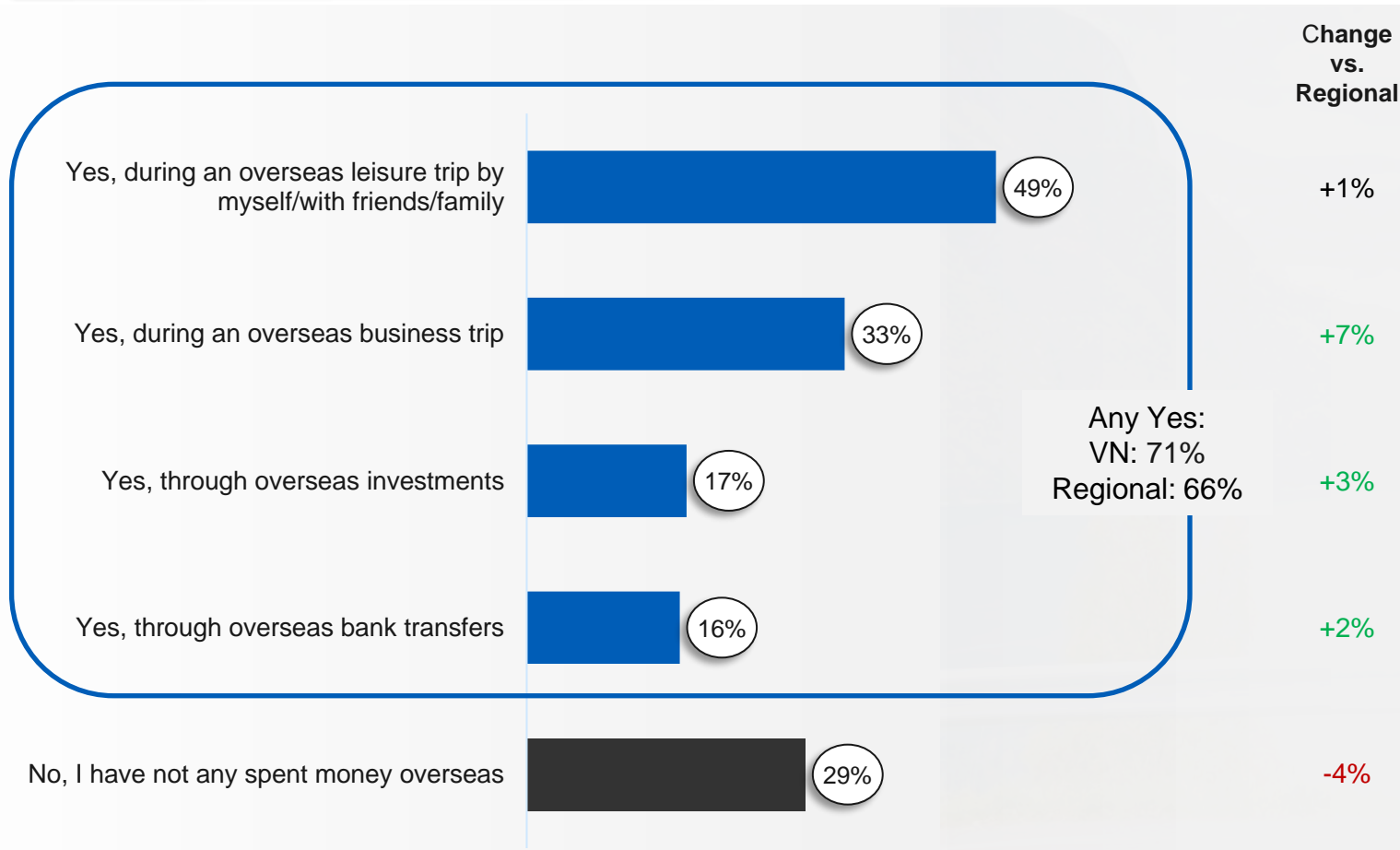
OVERSEAS SPENDING HABITS



About 70% of VN consumers have spent money overseas in the past year



Spent money overseas in the past year



C3A. Have you spent money overseas, within ASEAN, in the past 12 months, in any of the following ways?
Base: Total sample, W5, n=1,000

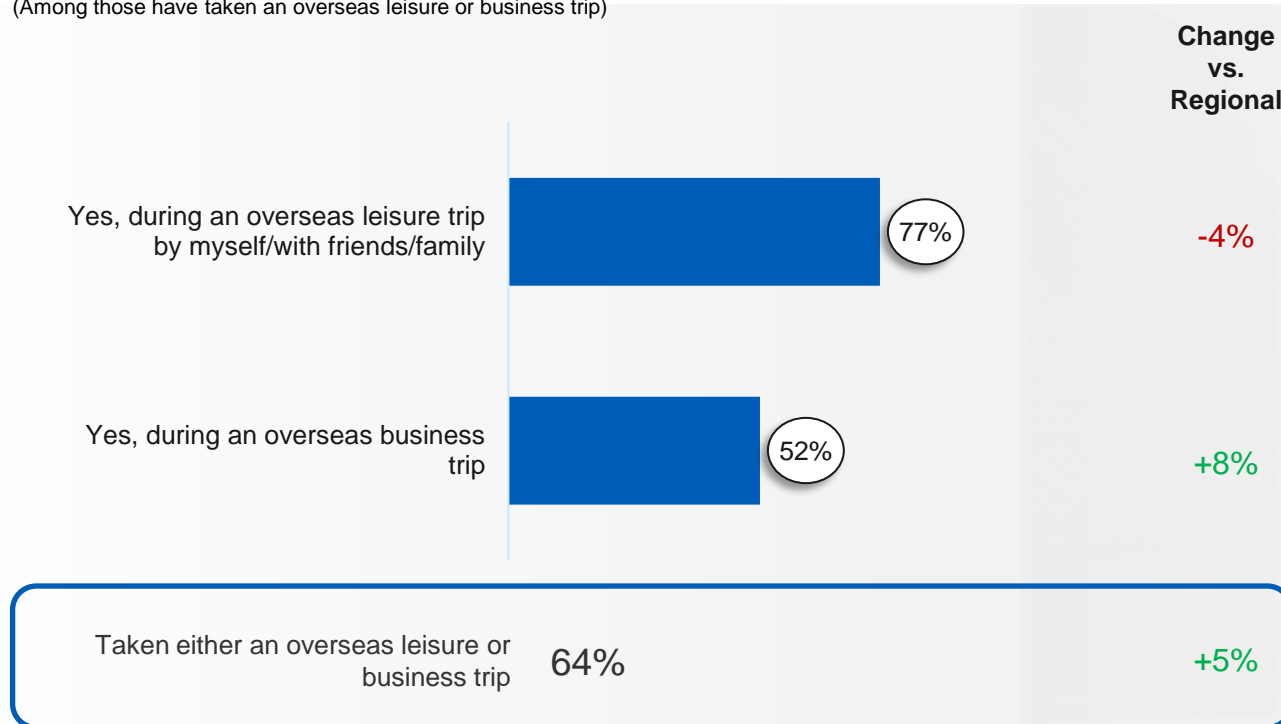
Significantly higher vs. Regional
Significantly lower vs. Regional

Nearly 2 in 3 Vietnamese consumers have taken an overseas trip in the past year, much more than others in the region



Spent money overseas in the past year

(Among those have taken an overseas leisure or business trip)



C3A. Have you spent money overseas, within ASEAN, in the past 12 months, in any of the following ways?
Base: Those who have taken an overseas leisure or business trip, W5, n=641






Significantly higher vs. Regional
Significantly lower vs. Regional

Thailand and Singapore are top overseas locations where Vietnamese consumers are spending their money



Overseas spend locations

(Among those who spent overseas in the past year)

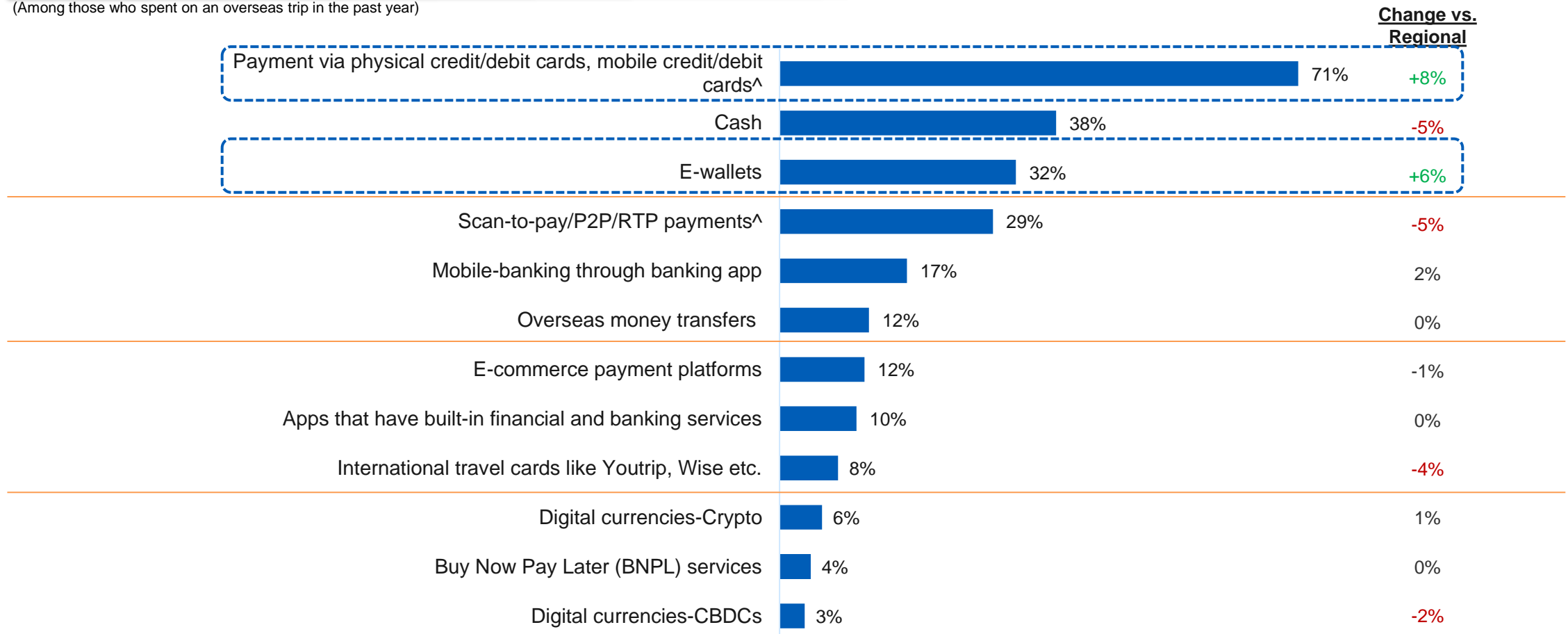
	Overseas leisure trip by myself/with friends/family	Overseas business trip	Overseas investments	Overseas bank transfers
Base:	493	334	168	161
 Thailand	69%	70%	73%	65%
 Singapore	63%	72%	65%	65%
 Malaysia	21%	27%	34%	19%
 Indonesia	13%	16%	28%	19%
 Philippines	10%	13%	20%	20%

C3B. Which of these ASEAN countries did you specifically spend money?
 Base: Those who have spent overseas in the past year

More than 7 in 10 prefer using physical or mobile credit / debit cards for payment when overseas

Preferred payment method during overseas trip

(Among those who spent on an overseas trip in the past year)



C5. What were your preferred modes of payment during your overseas trip?
Base: Those who have spent on an overseas trip in the past year, W5, n=641

Scan-to-pay/P2P: e.g. MoneyGram
RTP: e.g. MoneyGram
E-wallets: e.g. Momo, ZaloPay

^Answer code netted

Significantly higher vs. Regional
Significantly lower vs. Regional

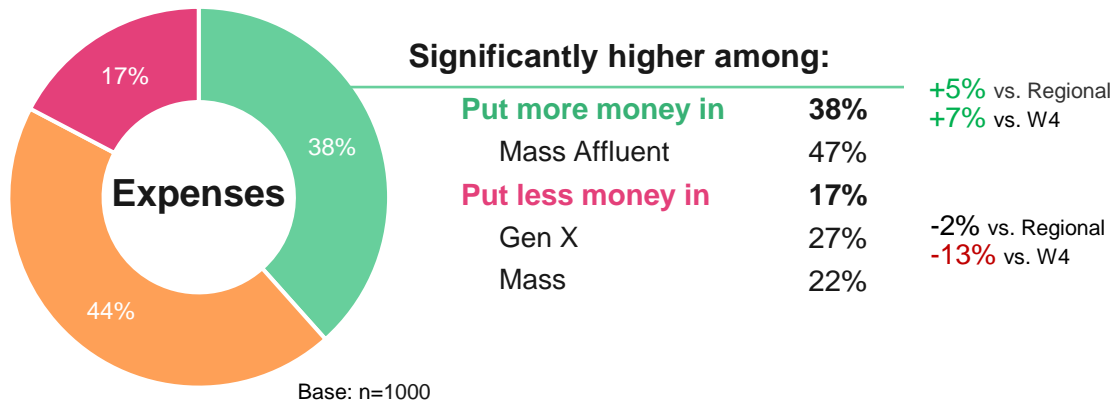
SHIFTS IN FINANCIAL PREFERENCES



Budget allocation for expenses has increased from the previous year, amongst Mass Affluent consumers

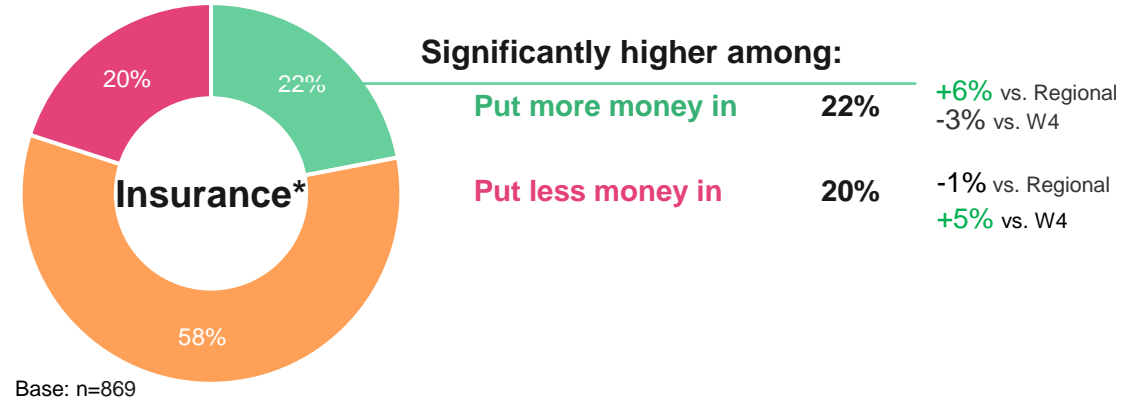


Adjustments to budget allocation in the past year



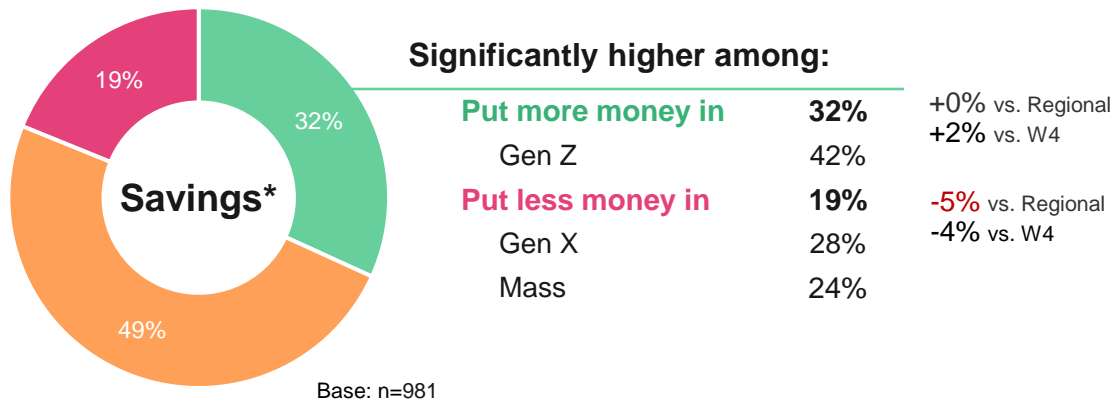
Significantly higher among:

Put more money in	38%	+5% vs. Regional +7% vs. W4
Mass Affluent	47%	
Put less money in	17%	-2% vs. Regional -13% vs. W4
Gen X	27%	
Mass	22%	



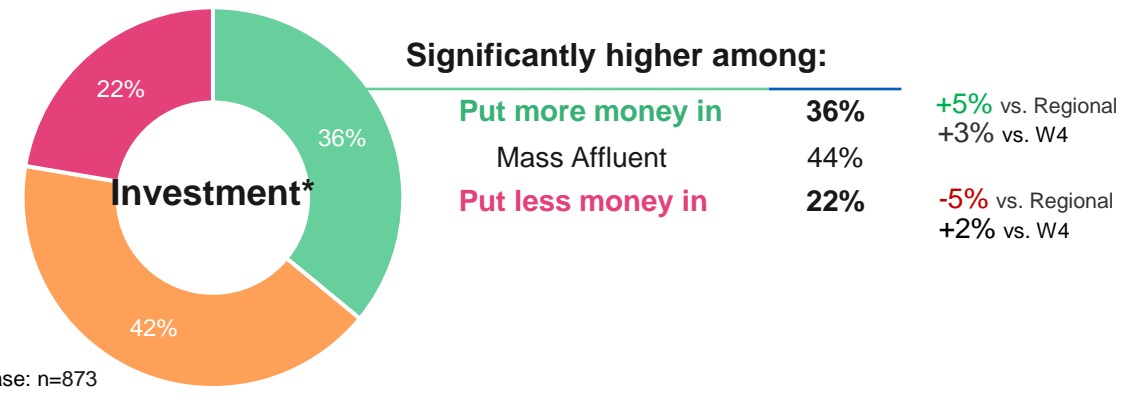
Significantly higher among:

Put more money in	22%	+6% vs. Regional -3% vs. W4
Put less money in	20%	-1% vs. Regional +5% vs. W4



Significantly higher among:

Put more money in	32%	+0% vs. Regional +2% vs. W4
Gen Z	42%	
Put less money in	19%	-5% vs. Regional -4% vs. W4
Gen X	28%	
Mass	24%	



Significantly higher among:

Put more money in	36%	+5% vs. Regional +3% vs. W4
Mass Affluent	44%	
Put less money in	22%	-5% vs. Regional +2% vs. W4

■ Put more money in ■ Keep the same amount ■ Put less money in ■ I do not invest in this

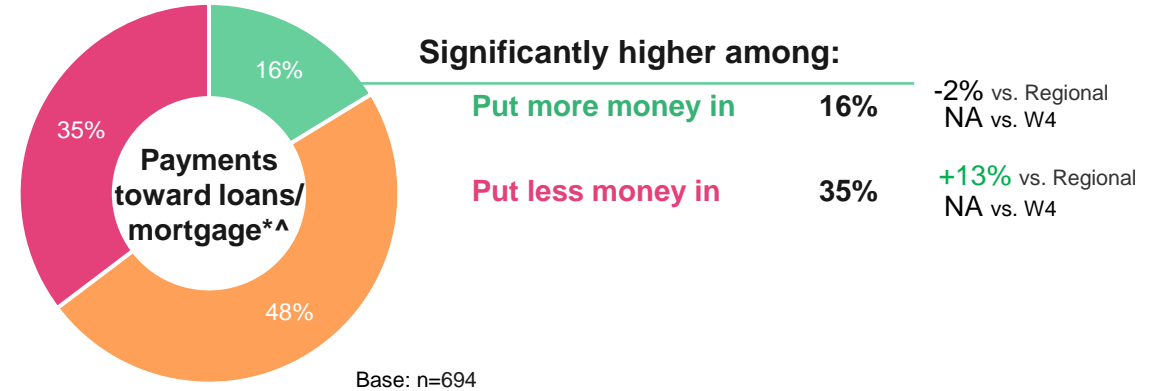
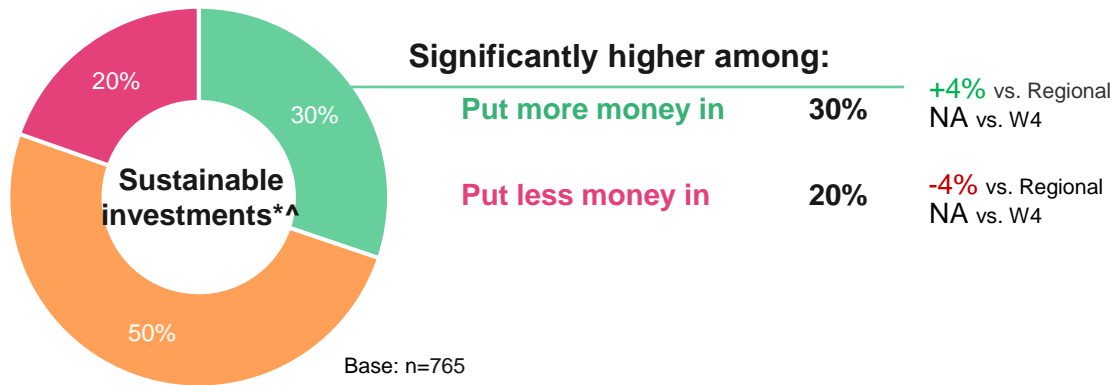
E3a. How has your budget allocation changed in the last 6-12 months?
Base: Those who invest/ have budget allocated in this, W5, n=1,000

Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4

A third invest in sustainable investment products which is higher than region



Adjustments to budget allocation in the past year



■ Put more money in ■ Keep the same amount ■ Put less money in ■ I do not invest in this

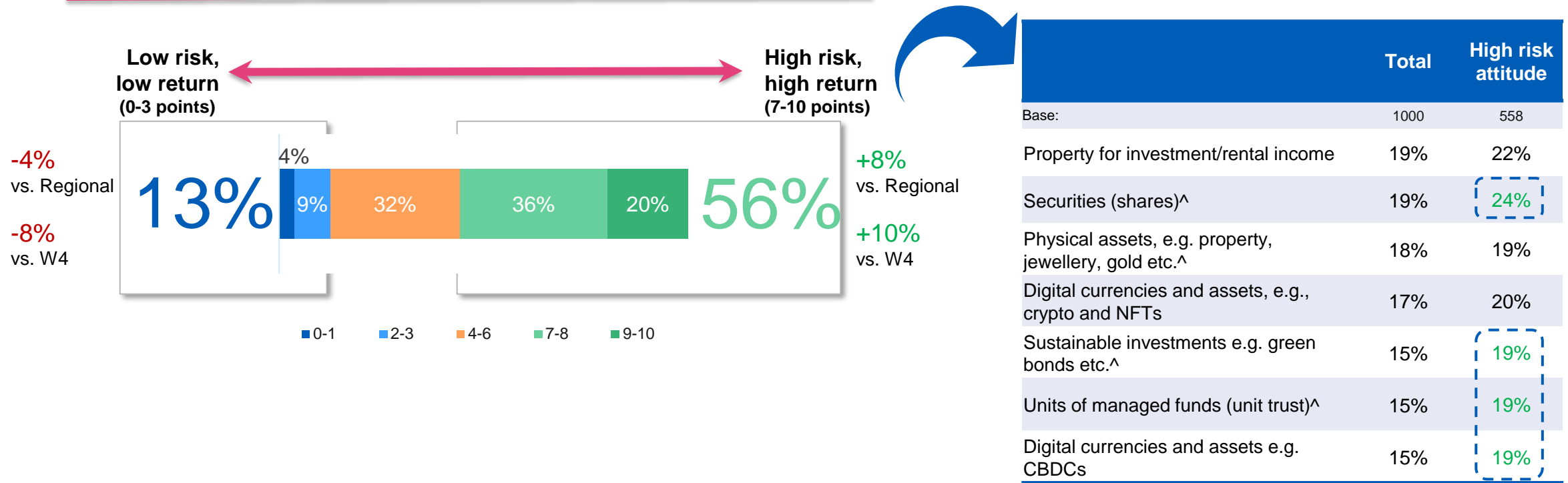
E3a. How has your budget allocation changed in the last 6-12 months?
Base: Those who invest/ have budget allocated in this, W4, n=1,000

^New statement added in W5

Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4

Consumers show a bigger appetite for risk compared to the previous wave, with increased investment in high-risk instruments

Attitude towards investment vs. Financial instruments planning to put more money in



E4a. How have you adjusted your holding in each of the following financial instruments in the last 6-12 months? Base: Total sample

G5. Which of these statements best reflects your attitude towards taking risks and getting returns on investment decisions you make? Base: Total sample

Significantly higher vs. total sample

Significantly lower vs. total sample

SHIFTS IN BANKING BEHAVIOUR

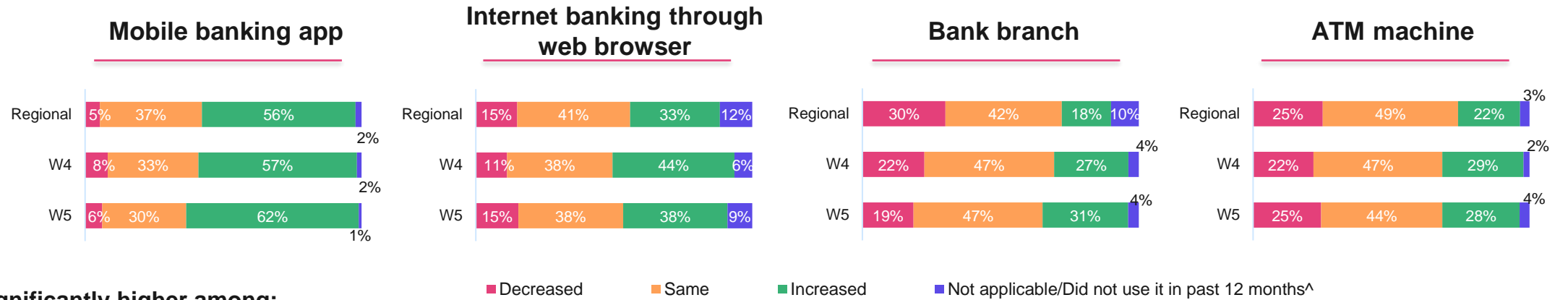


Increase in usage levels of mobile and internet banking as well as bank branch



Shifts in usage levels of banking channels in the past year

(Among those who are banking customers of any bank)



Significantly higher among:

Increased	28%
Gen Z	37%
Decreased	25%
Gen X	40%

E5a. How has your usage of each channel changed in the last 6-12 months?
Base: Those who are banking customers of any bank, n=957

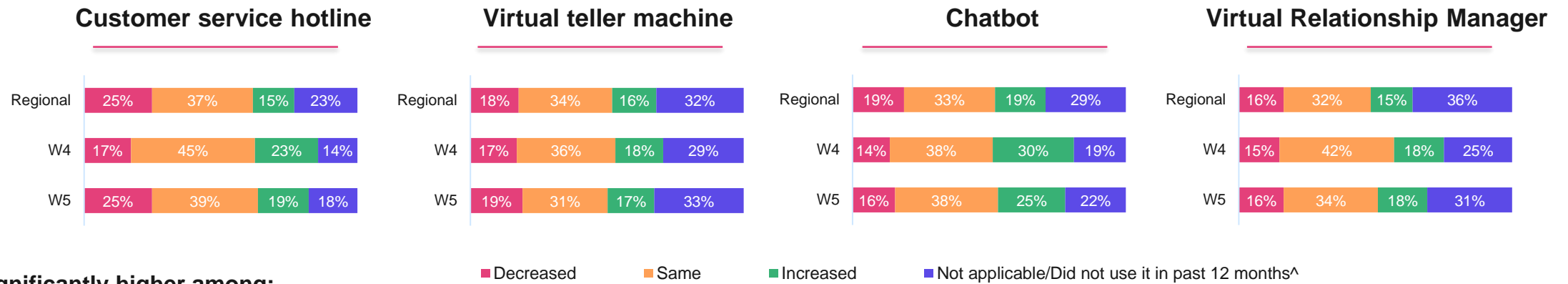
^Answer option tweaked in W5

Increase in usage levels of chatbot while customer service hotline saw a decline

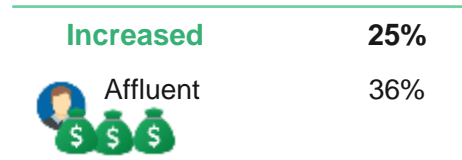


Shifts in usage levels of banking channels in the past year

(Among those who are banking customers of any bank)



Significantly higher among:



E5a. How has your usage of each channel changed in the last 6-12 months?
Base: Those who are banking customers of any bank, n=957

^Answer option tweaked in W5

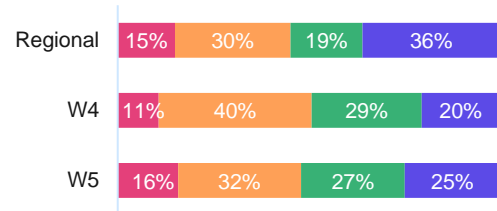
Increase in usage levels of roboadvisory and consolidated platforms driven by more Affluent consumers



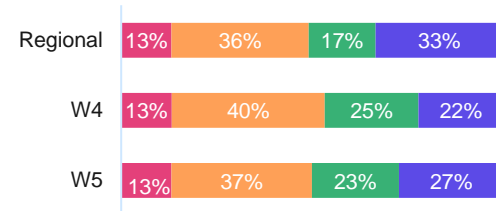
Shifts in usage levels of banking channels in the past year

(Among those who are banking customers of any bank)

Roboadvisory/AI advisory

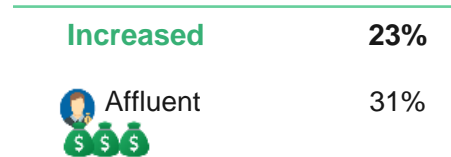
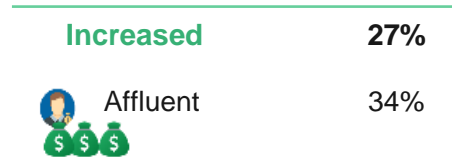


Consolidated platform for your financial data



■ Decreased ■ Same ■ Increased ■ Not applicable/Did not use it in past 12 months^

Significantly higher among:



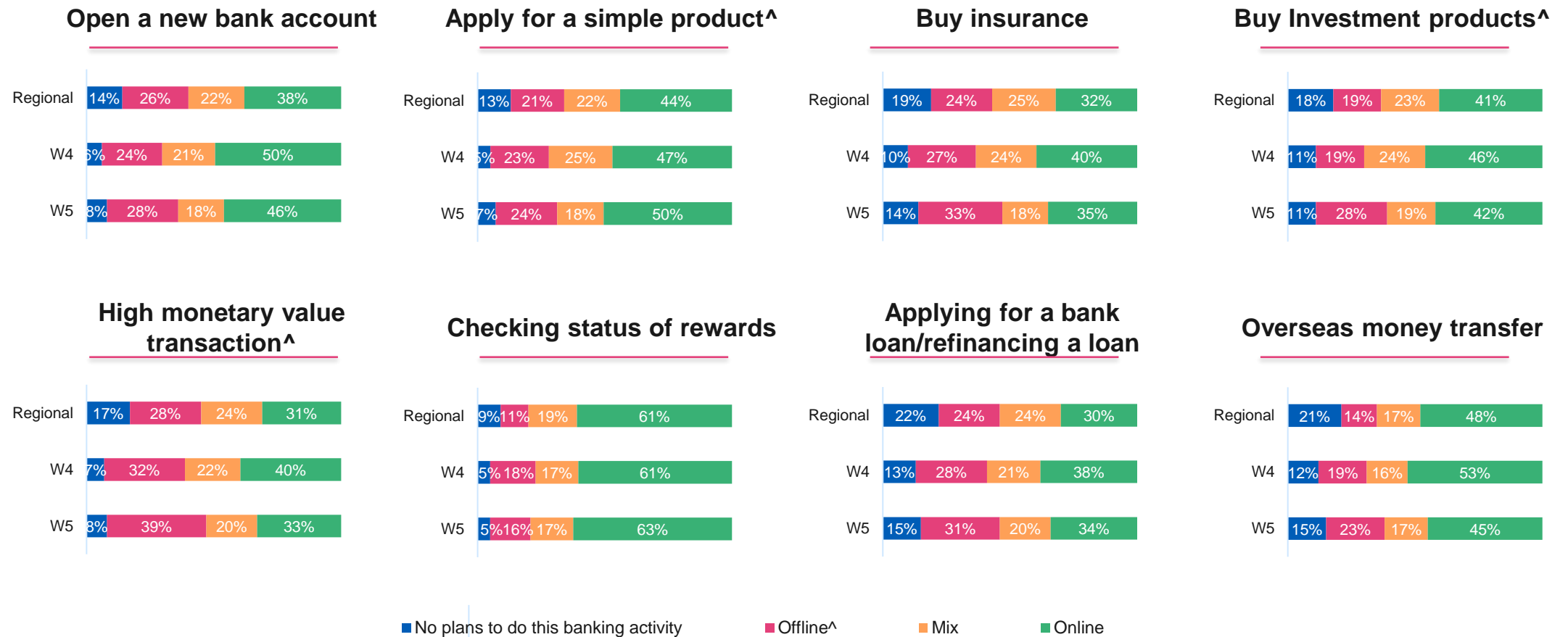
E5a. How has your usage of each channel changed in the last 6-12 months?
Base: Those who are banking customers of any bank, n=957

^Answer option tweaked in W5

Channel preferences are skewed towards online for almost all banking activities



Channel preference for banking activities in next 6-12 months



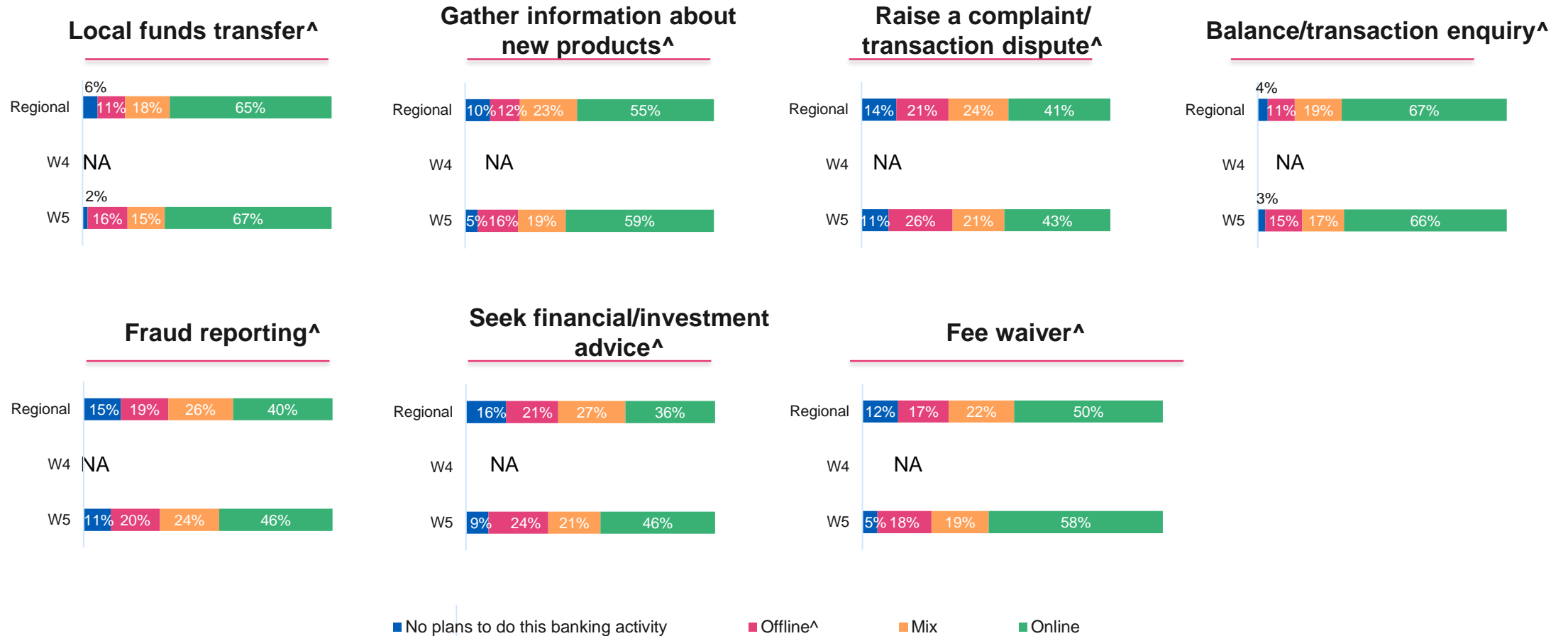
E8. Which channel would you prefer to use to perform the following banking activities in the next 6-12 months, assuming that both options are feasible?
 Base: Total sample, W5, n=1,000

^Statement tweaked in W5

Channel preferences are skewed towards online for almost all banking activities



Channel preference for banking activities in next 6-12 months



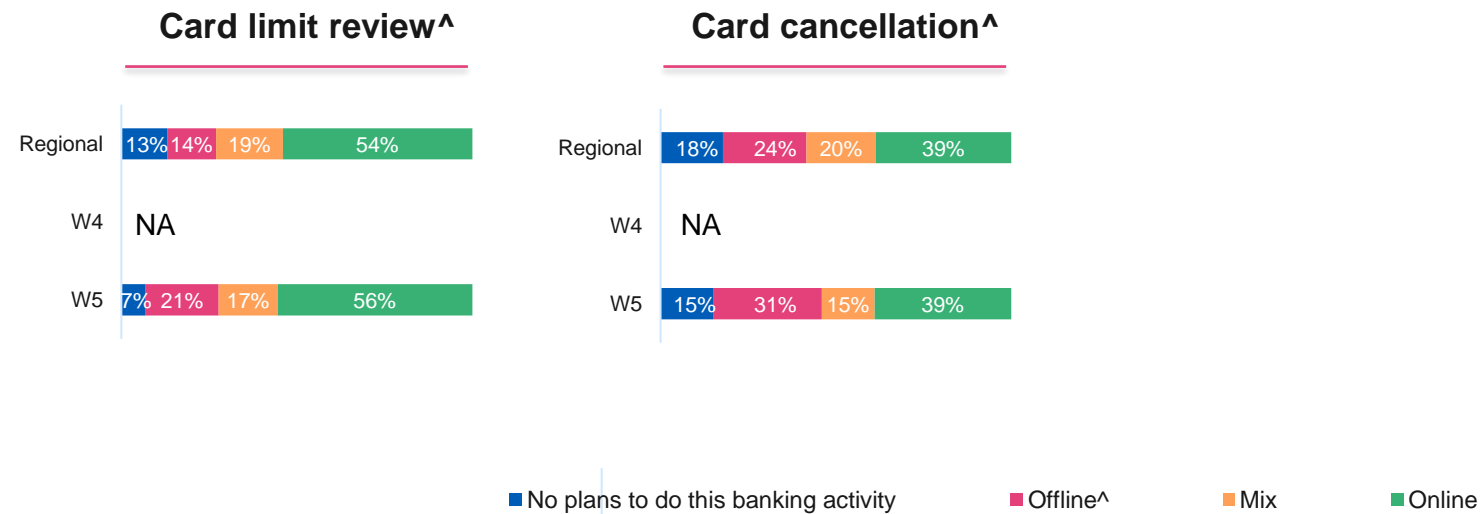
E8. Which channel would you prefer to use to perform the following banking activities in the next 6-12 months, assuming that both options are feasible?
 Base: Total sample, W5, n=1,000

^New statement added in W5

Similarly, online channels are preferred for a range of other banking activities



Channel preference for banking activities in next 6-12 months



E8. Which channel would you prefer to use to perform the following banking activities in the next 6-12 months, assuming that both options are feasible?
Base: Total sample, W5, n=1,000

^New statement added in W5



4. DIGITAL AND PERSONALISATION

HABITS, PREFERENCES, ATTITUDES

Mobile banking app has seen an increase in frequency of usage

Frequency of usage of products/services

(Among those who have used each of this product/service in the past 6-12 months)

	Web-based internet banking [^]		Mobile-banking through banking app [^]		Payment via physical credit cards [^]		Payment via physical debit cards [^]		Payment via mobile wallet credit or debit cards		E-wallets [^]		Scan-to-pay (QR payments) [^]		Peer-to-peer payment services [^]	
	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5
Base:	108	165	95	154	81	165	0 [^]	81	116	164	104	136	0 [^]	90	43	40
Freq. of use (T3B - at least once a week)	84%	88%	78%	90%	68%	75%	NA	65%	79%	71%	80%	88%	NA	82%	74%	75%

	Buy Now Pay Later (BNPL) services		Digital currencies - Crypto		Digital currencies – CBDCs		E-commerce payment platforms		Apps that have built-in financial /banking services [^]		Real-Time Payment (RTP) platforms [^]		Overseas money transfers		Cash [^]	
	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5	W4	W5
Base:	65	76	107	158	63	80	109	136	113	155	64	62	109	140	0 [^]	156
Freq. of use (T3B - at least once a week)	58%	51%	68%	69%	67%	65%	76%	67%	75%	74%	77%	71%	49%	40%	NA	96%

[^]New statement added/statement tweaked in W5

I4. How frequently do you use this product/service? I7. How likely are you to recommend this product/service to others?

Base: Those who have used each of this product/service in the past 6-12 months

Significantly higher vs. W4

Significantly lower vs. W4

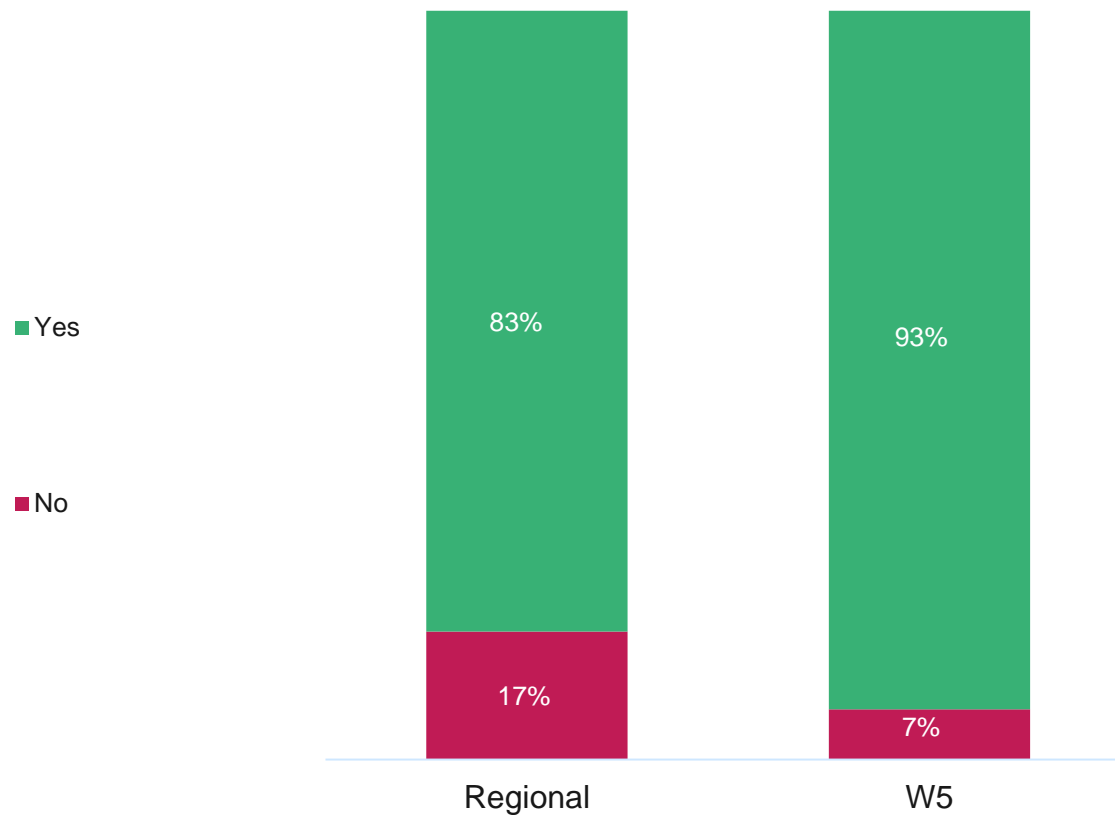
PERSONALISATION



Almost all Vietnamese consumers want personalised products and services from their bank



Preference in receiving personalised product/service offers from banks



Significantly higher among:



MA

97%

H19b. Would you like to get personalised product or service offers from banks?
Base: Total sample, W5, n=1,000

Significantly higher vs. Regional
Significantly lower vs. Regional

Banking app remains a popular channel for communication. Fewer want to receive offers through website than before

+4% vs. Regional
-6% vs. W4

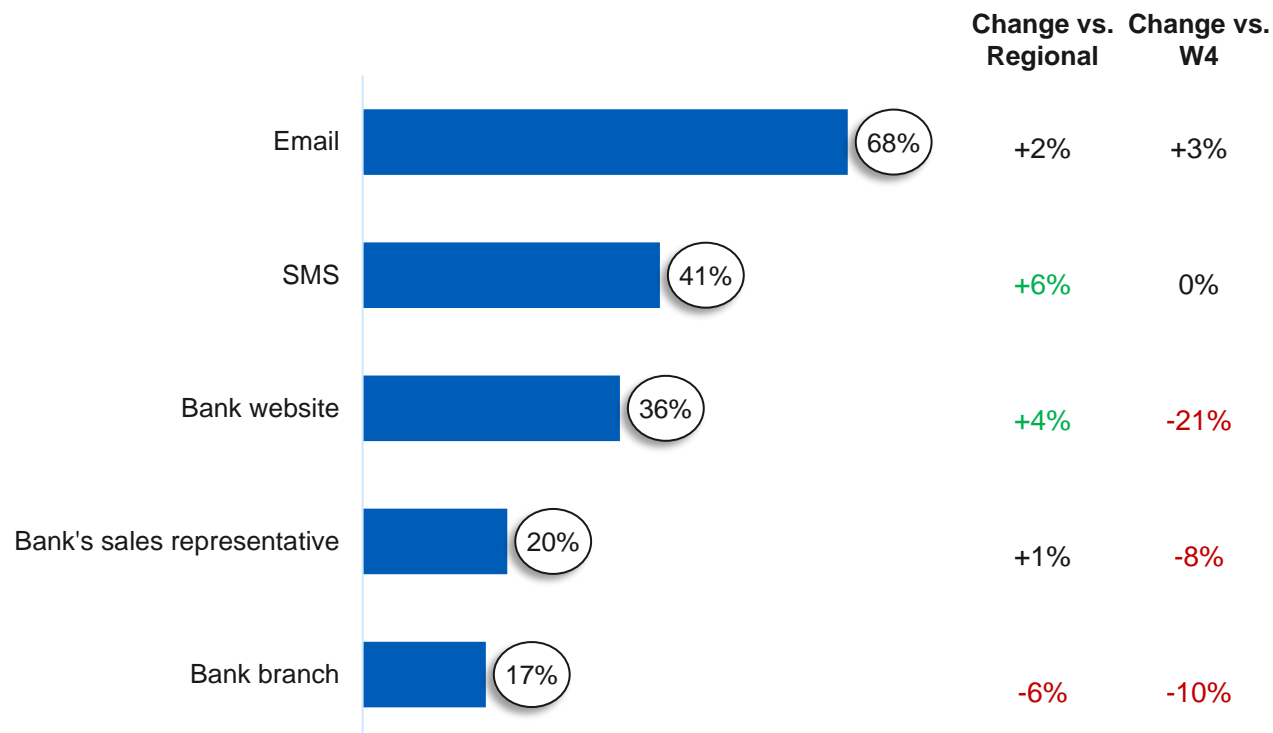
73%

Would like to receive personalised offers through Mobile Banking App

Channels preferred to receive personalised offers

(Among those who are comfortable in sharing personal data with banking apps)

Other channels preferred:



H19c. Through which channels would you prefer getting personalised offers from banks?
Base: Those who are comfortable in sharing personal data with banking apps, W5, n=933

Significantly higher vs. Regional/W4
Significantly lower vs. Regional/W4

5. FINANCIAL LITERACY

HABITS, PREFERENCES, ATTITUDES

Private and Confidential



Broad rules of thumb for the Financial Literacy guideline



Financial literacy rules of thumb

○ Rules of thumb

Rule 1 **Savings**

Set aside at least three to six months' worth of expenses as emergency funds

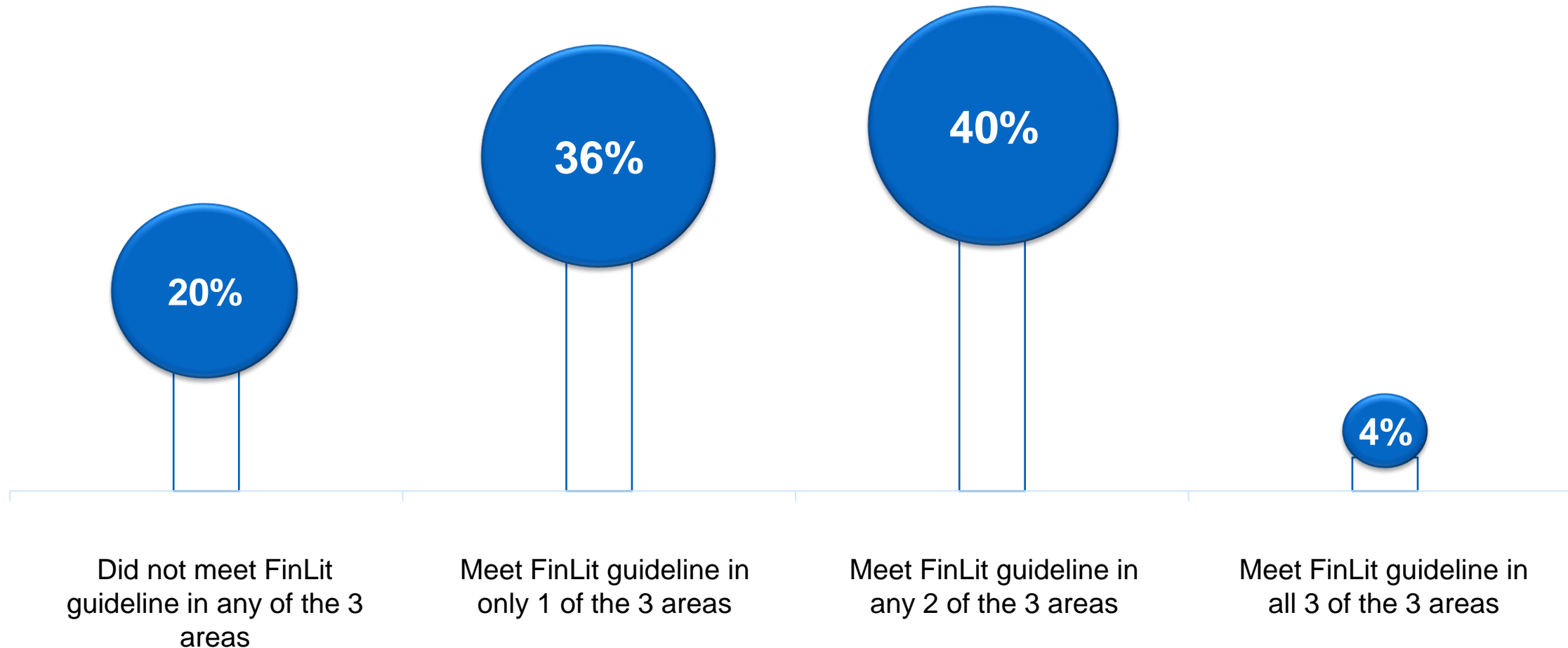
Rule 2 **Protection**

Obtain insurance protection for Critical illness and Death & Total Permanent Disability

Rule 3 **Investment**

Invest more than 10% of annual income on your financial goals

Only 4% of VN consumers meet the FinLit guideline for all 3 rules



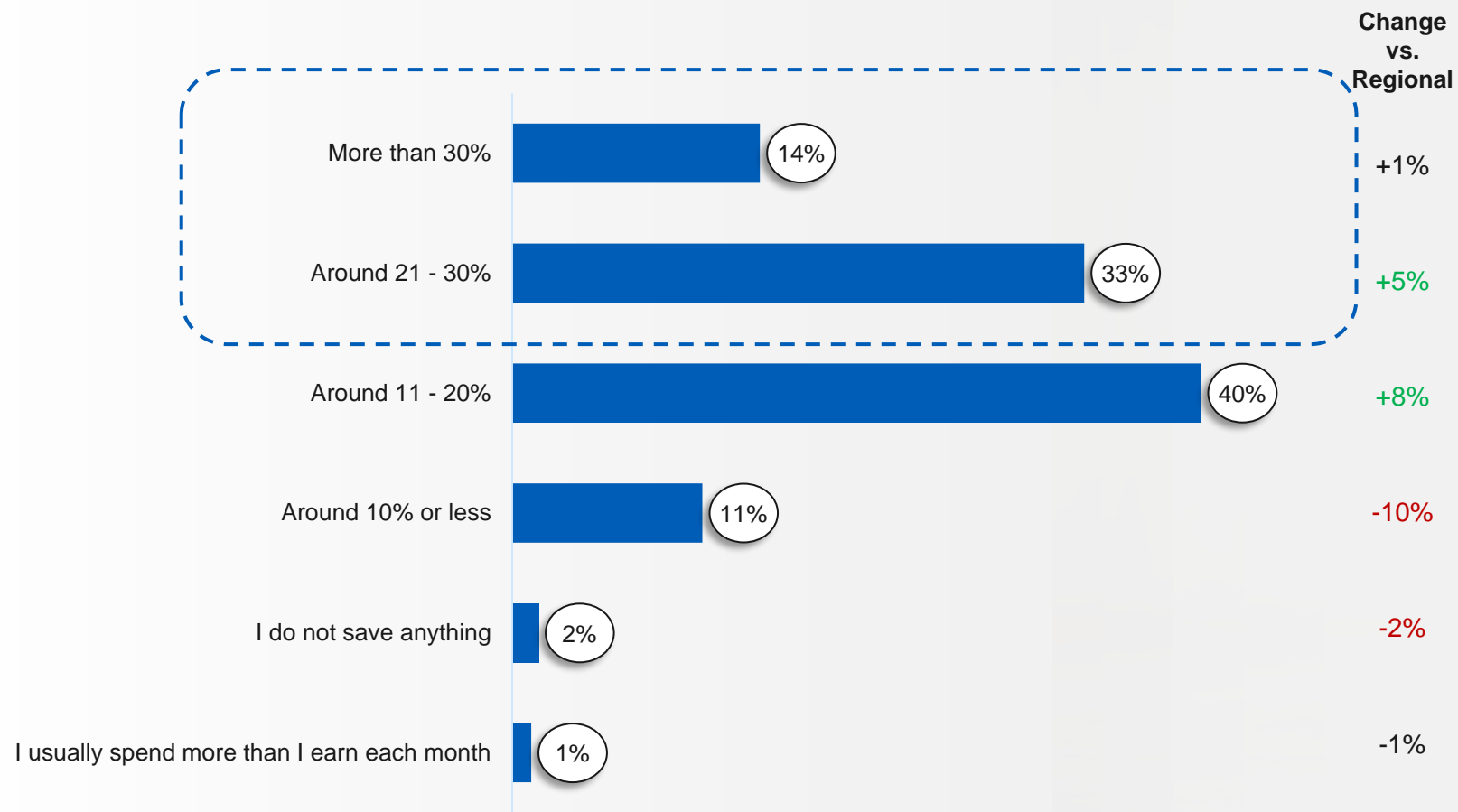
SAVINGS PLAN



Almost 1 in 2 save at least 20% of their monthly income



Proportion of income saved each month



FL1. What percentage of your income do you usually save each month?
Base: Total sample, W5, n=1,000

Significantly higher vs. Regional
Significantly lower vs. Regional

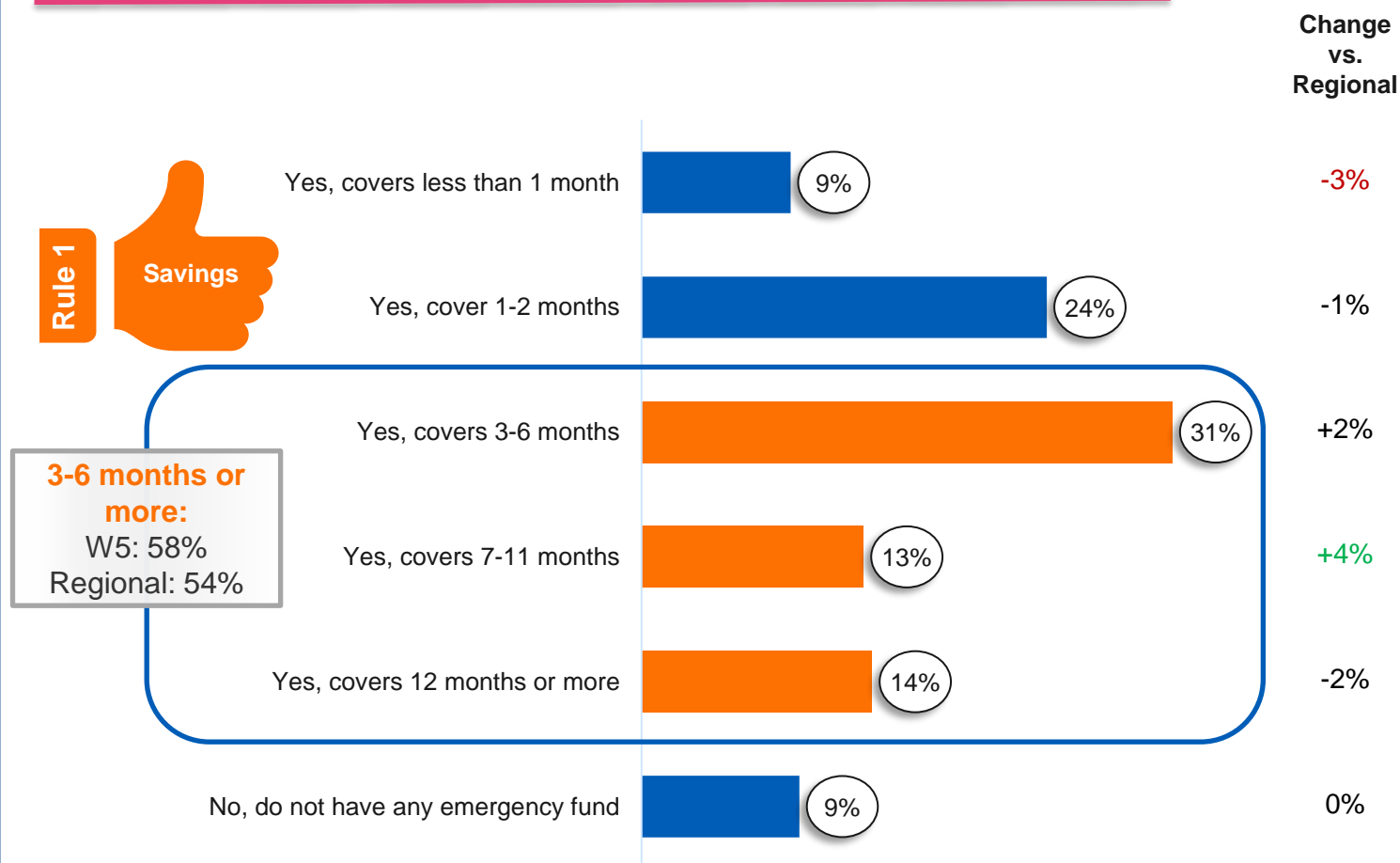
Majority have an emergency fund, with around 6 in 10 have savings which will last them for more than 3 months

0%
vs. Regional

91%

Have an emergency fund

Availability of emergency funds



FL2. Do you have any emergency funds? If so, how many months of your regular expenses can it covers? Base: Total sample, W5, n=1,000

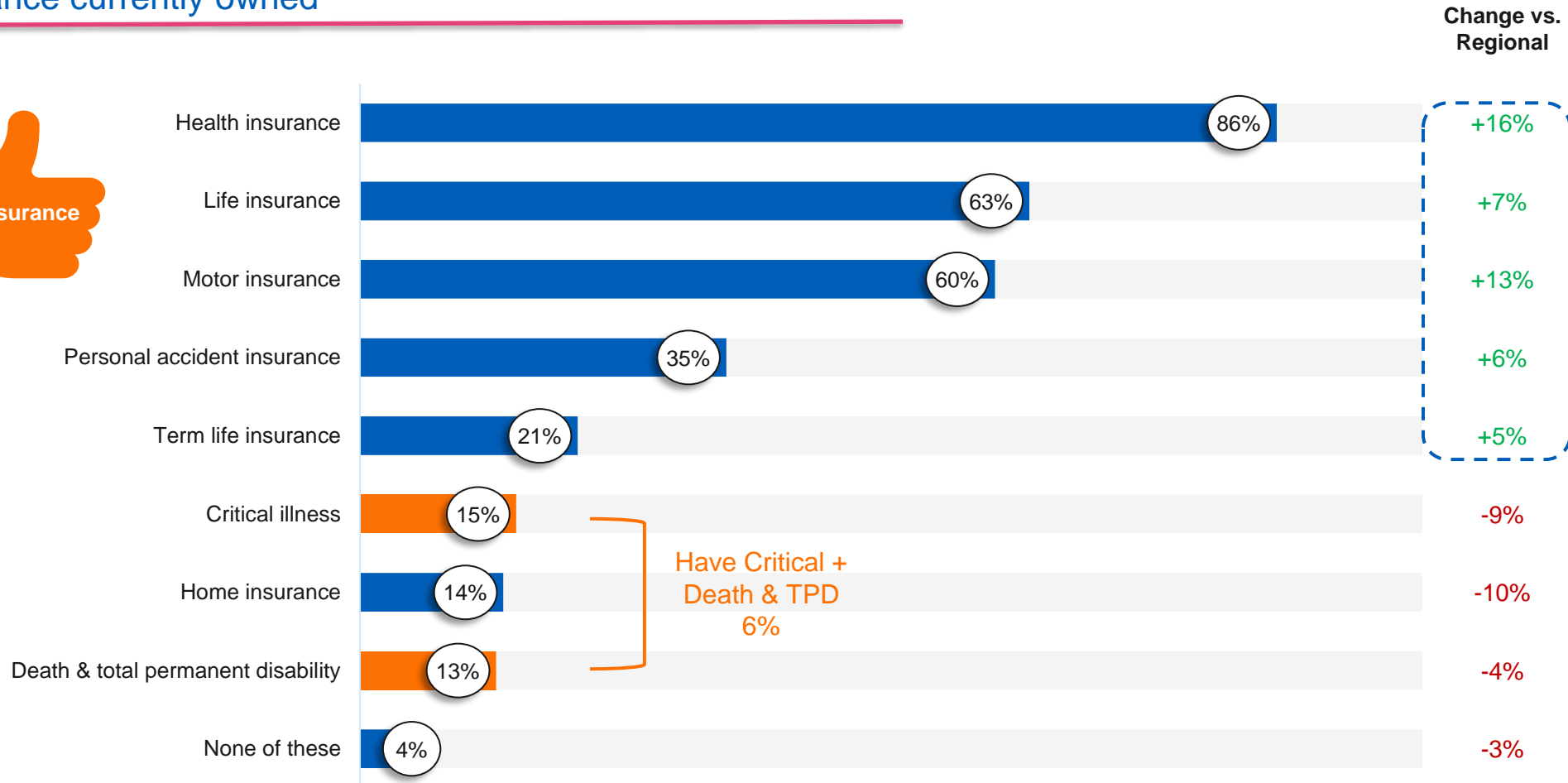
Significantly higher vs. Regional
Significantly lower vs. Regional

INSURANCE PROTECTION



Health insurance tops the list in Vietnam, however, Vietnamese consumers are underinsured for critical illness and death & TPD

Insurance currently owned



FL5. Do you currently have any insurance? If so, which of these types?
Base: Total sample, W5, n=1,000

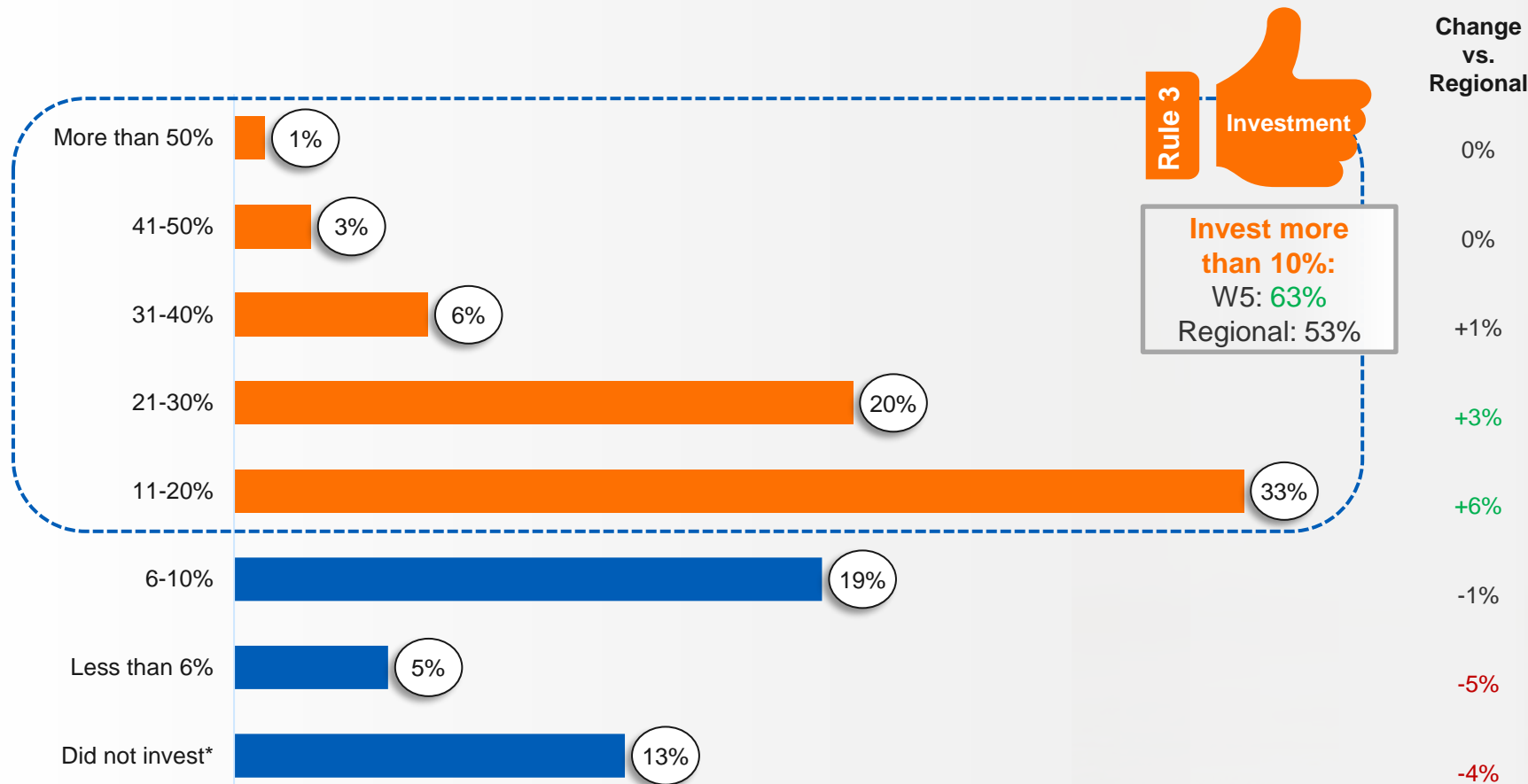
Significantly higher vs. Regional
Significantly lower vs. Regional

INVESTMENTS



Over 3 in 5 invested more than 10% of their annual income in VN, higher than the region

Proportion of annual income invested in the past year



E4a_1. What proportion of your annual income do you invest across all these various financial instruments taken together, in the past 12 months?

Base: Total sample, W5, n=1,000

*From E3a – "Did not invest in past 6-12 months"

Significantly higher vs. Regional
Significantly lower vs. Regional

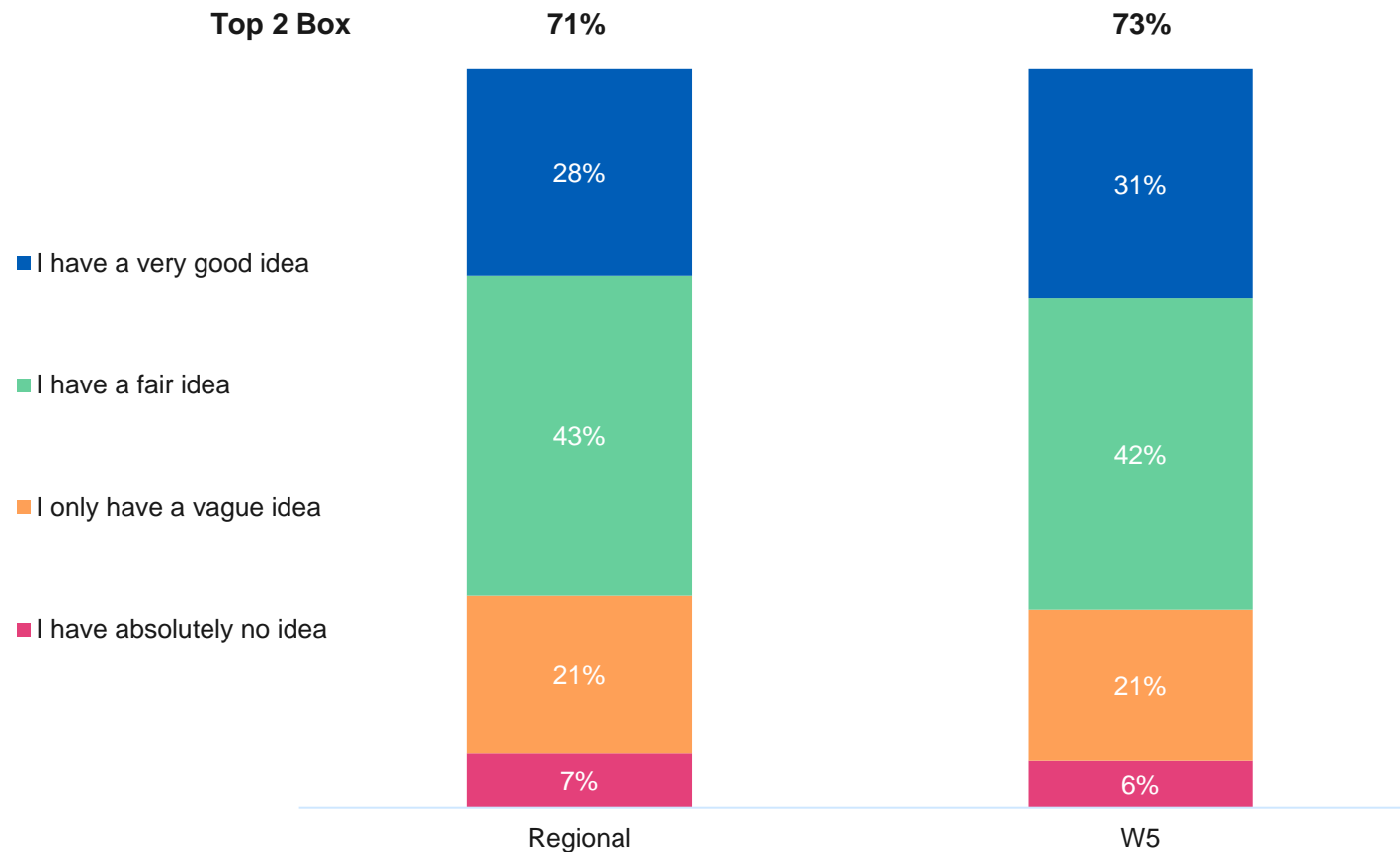
RETIREMENT & LEGACY PLANNING



7 in 10 have a fair to very good idea about the money they will need to retire comfortably



Retirement planning – Knowledge of amount that would be comfortable to retire with



FL6. Do you know how much you will need to retire comfortably?
Base: Total sample, W5, n=1,000

Significantly higher vs. Regional
Significantly lower vs. Regional

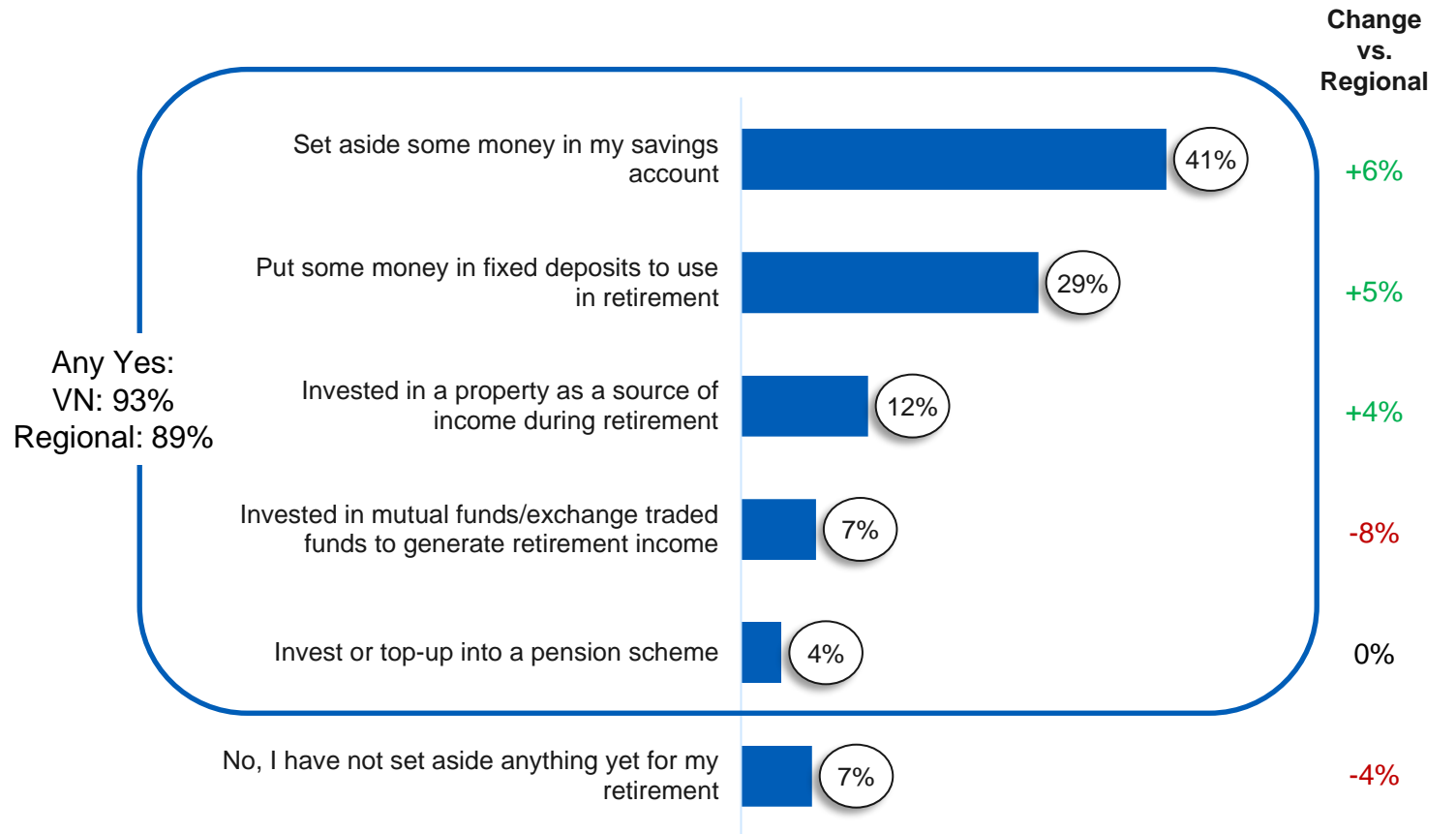
Almost all have started saving or investing money for their retirement, which is higher than the regional proportion

+4%
vs. Regional

93%

Have started setting aside money for retirement

Retirement planning – setting aside money for retirement



FL7. Have you started setting aside some money for your retirement? If so, which of these have you done? Base: Total sample, W5 n=1,000

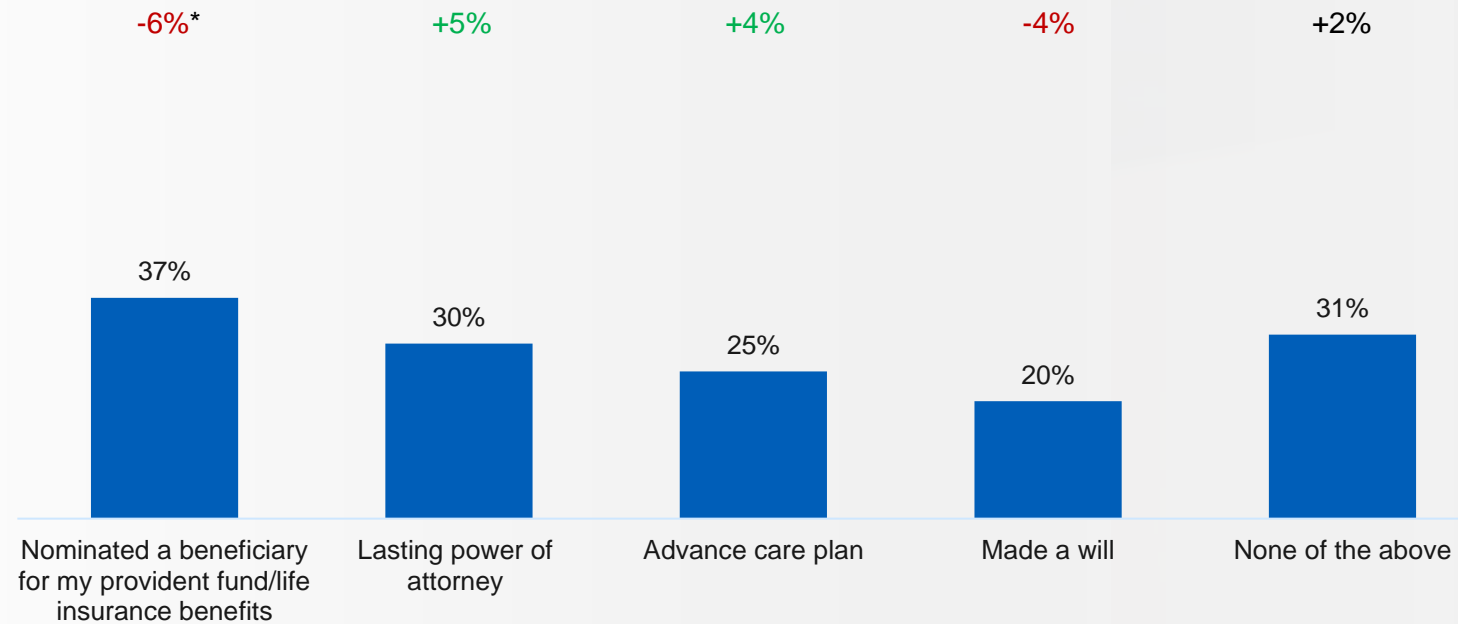
Significantly higher vs. Regional
Significantly lower vs. Regional

Provident fund nomination and lasting power of attorney are used by most for their legacy planning



Legacy planning

Change vs. Regional:

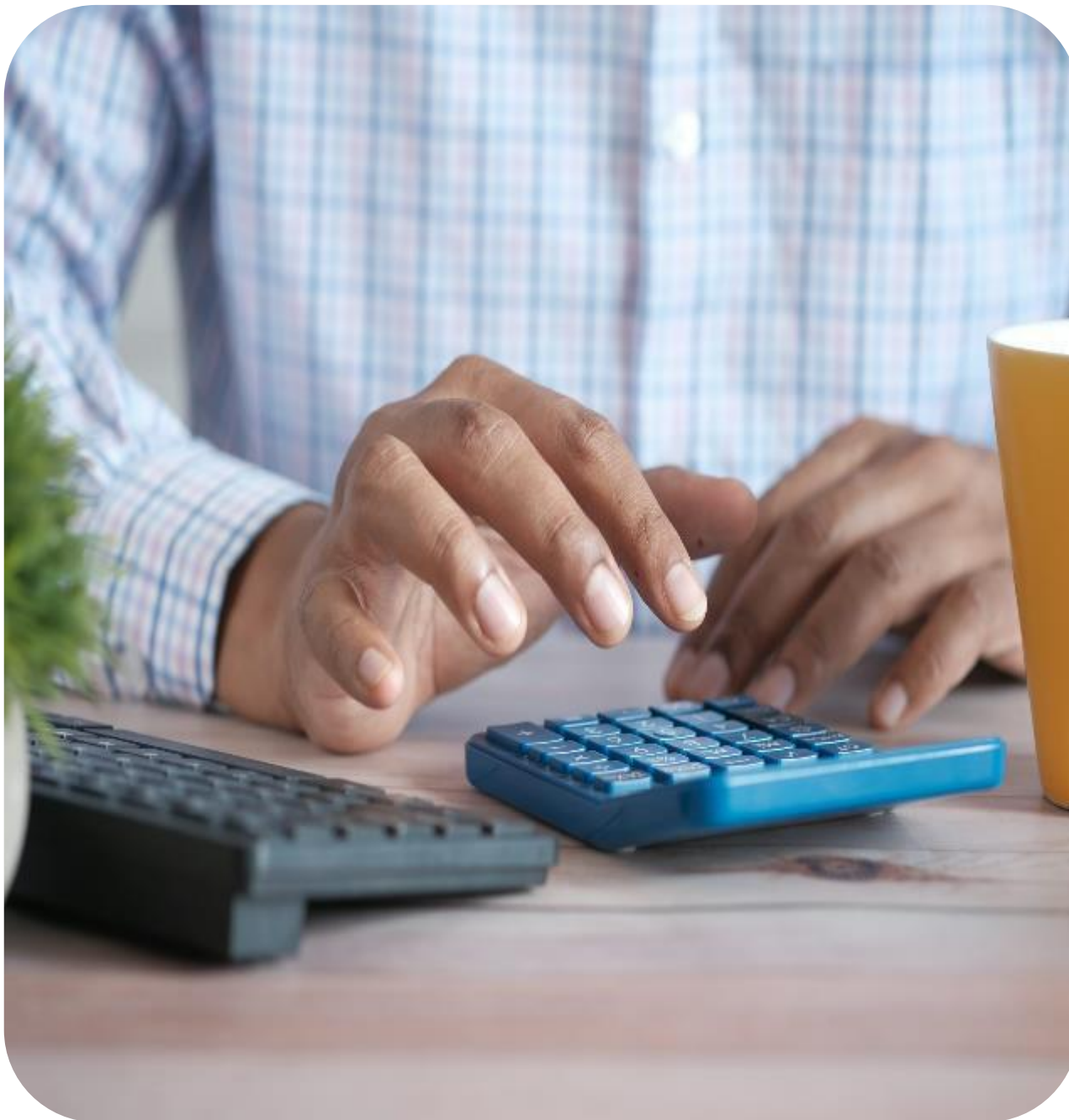


FL8. Which of these have you done as part of your legacy planning?
Base: Total sample, W5, n=1,000

*Among ASEAN-4 i.e. excluding SG

Significantly higher vs. Regional
Significantly lower vs. Regional

APPROACH TO DEBT



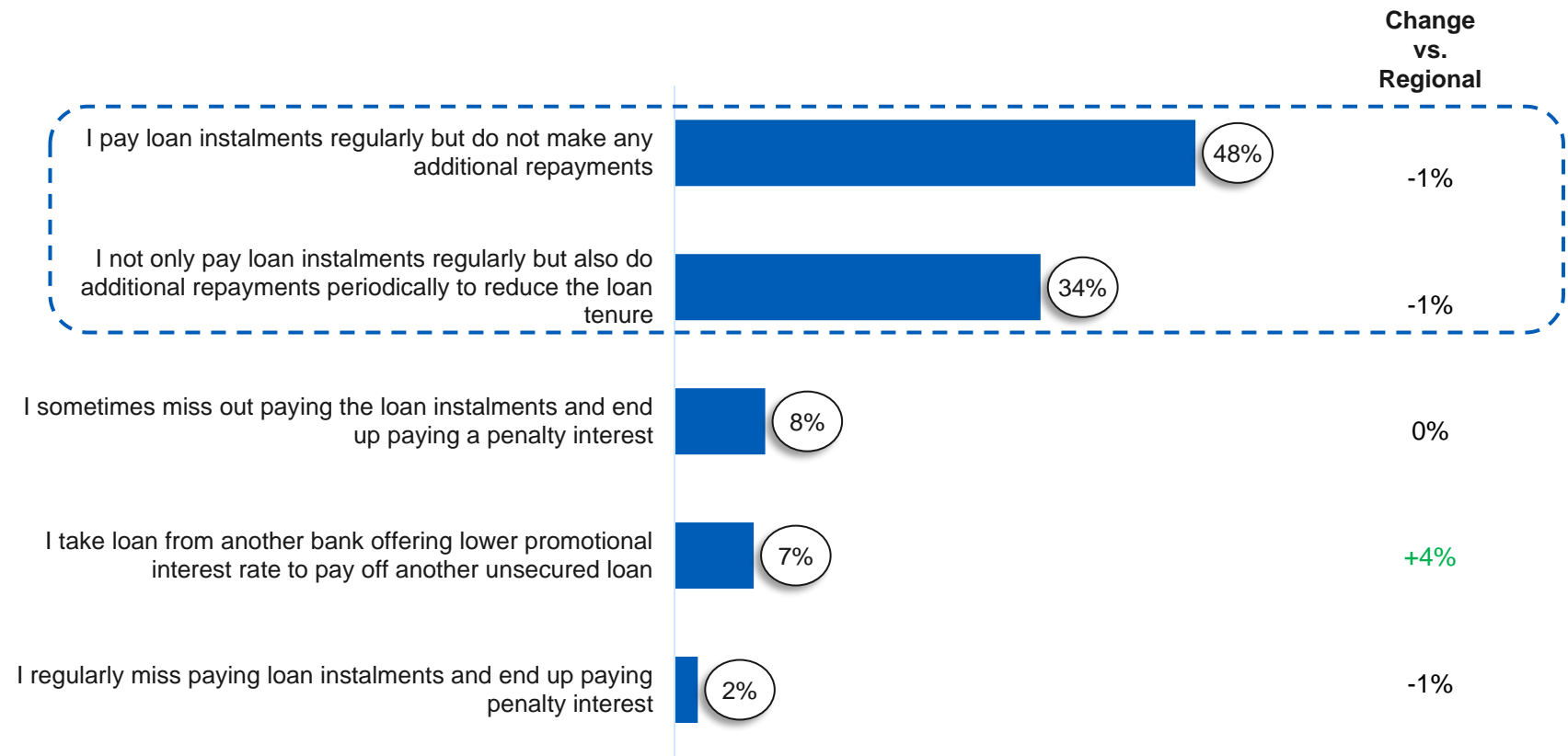
Among those who are currently servicing loans, 8 in 10 pay their instalment regularly



Approach to paying off outstanding loans

(Among those currently servicing loans)

66%
Currently servicing loans



FL4. What is your approach to paying off any outstanding loans?
Base: Those currently servicing loans, W5, n=655

Significantly higher vs. Regional
Significantly lower vs. Regional



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Right By You