



DIGITAL 2022

VIETNAM

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we
are
social

KEPIOS

**we
are.
social**

KEPIOS

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI.

GWI



statista 

STATISTA



GSMA
Intelligence

GSMA INTELLIGENCE




SEMRUSH

SEMRUSH



APP ANNIE

APP ANNIE



SIMILARWEB

SIMILARWEB



LOCOWISE

LOCOWISE



skai

SKAI

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DATAREPORTAL.COM / LIBRARY



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL



TOTAL
POPULATION



7.91
BILLION

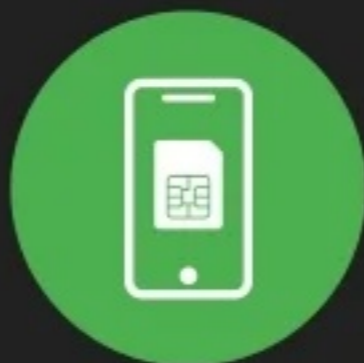
YEAR-ON-YEAR CHANGE

+1.0%

URBANISATION

57.0%

MOBILE
CONNECTIONS



8.28
BILLION

YEAR-ON-YEAR CHANGE

+2.9%

TOTAL vs. POPULATION

104.6%

INTERNET
USERS



4.95
BILLION

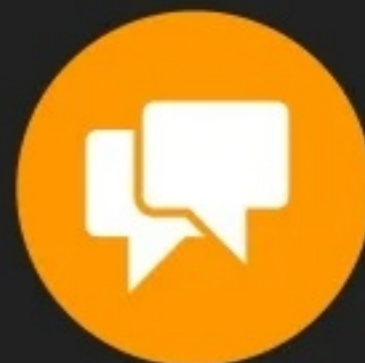
YEAR-ON-YEAR CHANGE

+4.0%

TOTAL vs. POPULATION

62.5%

ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

YEAR-ON-YEAR CHANGE

+10.1%

TOTAL vs. POPULATION

58.4%



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INTERNET ADOPTION

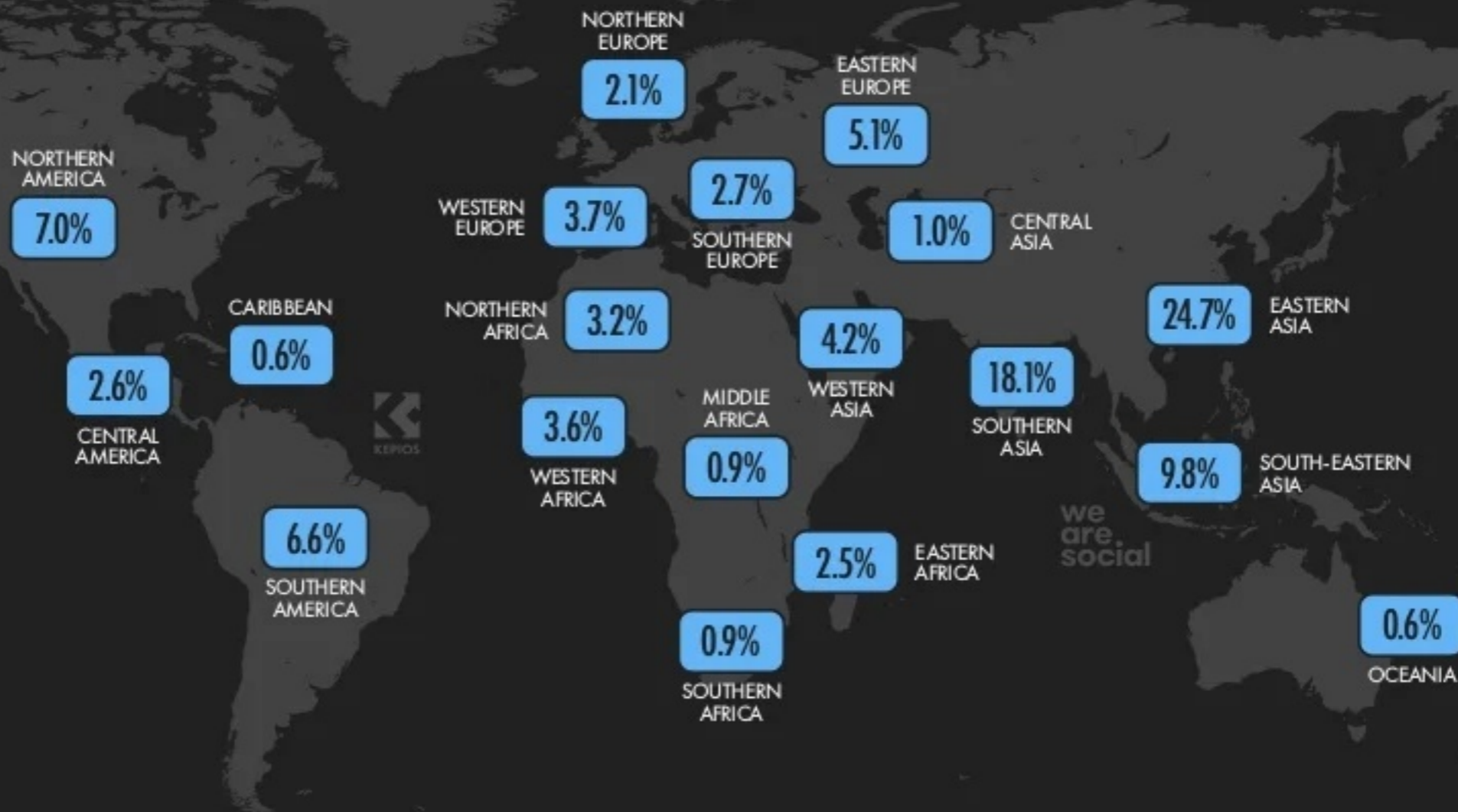
INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION



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SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS



SOURCES: KEPIOS ANALYSIS; ITU; GS.MA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; ONIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA USERS vs. TOTAL POPULATION

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



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.
NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

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SHARE OF GLOBAL SOCIAL MEDIA USERS

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



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE **NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATA SETS TO GLOBAL FIGURES.

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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2022 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL



[CLICK HERE](#) TO READ OUR **DIGITAL 2022 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

WE ARE SOCIAL

THINK FORWARD 2022**BRAVE NEW WORLDS**

You've heard about the metaverse, right? Actually, 87% of social media users globally haven't. But does that even matter, when businesses from Facebook to Fortnite are vying to stake their claim in it? What about web3? Or blockchain? Do you know what an NFT is?

As we've renegotiated our relationship with digital in the wake of Covid-19, from the fringes of the internet, a wealth of new terms have become mainstays in the marketing press and mainstream media alike, rushing to alleviate the tensions of our new reality.

We're at a tipping point, and the gold rush is in full swing.

We're stepping into Brave New Worlds.

In the seventh issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

The report was informed by ongoing intelligence from our global Cultural Insights team, and supported by a survey of 3,000 people aged 18+ who use social media daily from the US, UK, France, Italy, China and Australia.



THINK
FORWARD
2022

we
are
social


BRAVE NEW
WORLDS

THE TRENDS**1. IN-FEED SYLLABUSES**

SOCIAL IS BEING REPURPOSED AS A SPACE FOR SELF-DIRECTED LEARNING

2. THE VIBE ECONOMY

THE CURATION OF MOODS AND FEELINGS HAS BECOME A COVETED CREATIVE SKILL

3. PRIME TIME PLATFORMS

SOCIAL HAS LEVELLED UP FROM ITS ROLE AS A SECOND SCREEN

4. SOCIAL CYNICISM

CREATORS ARE FIGHTING TO OVERCOME THE TROPES OF SOCIAL

5. NEW MATERIALISTS

PEOPLE ARE INVESTING IN DIGITAL CONTENT AND CREATIVITY

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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION

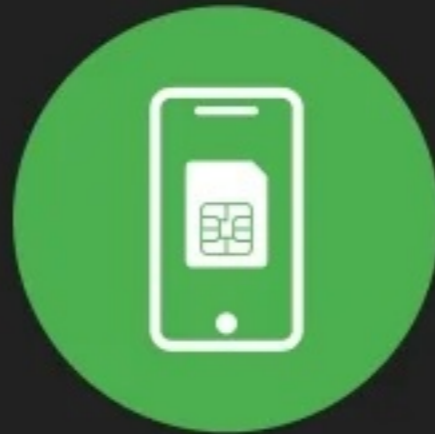


98.56
MILLION

URBANISATION

38.7%

CELLULAR MOBILE
CONNECTIONS



156.0
MILLION

vs. POPULATION

158.3%

INTERNET
USERS

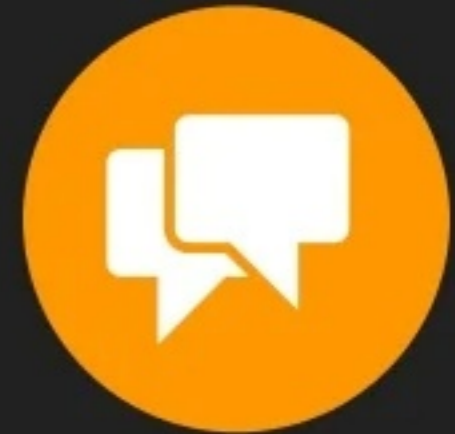


72.10
MILLION

vs. POPULATION

73.2%

ACTIVE SOCIAL
MEDIA USERS



76.95
MILLION

vs. POPULATION

78.1%



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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION

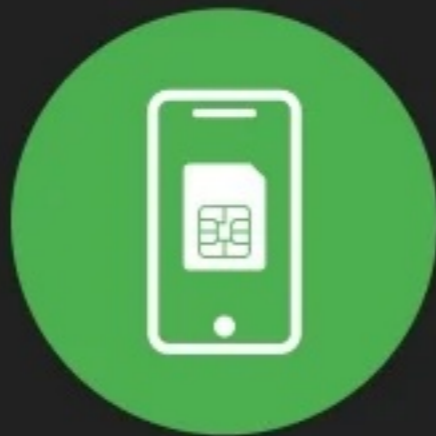


+0.8%

YEAR-ON-YEAR CHANGE

+808 THOUSAND

CELLULAR MOBILE
CONNECTIONS



-0.3%

YEAR-ON-YEAR CHANGE

-480 THOUSAND

INTERNET
USERS

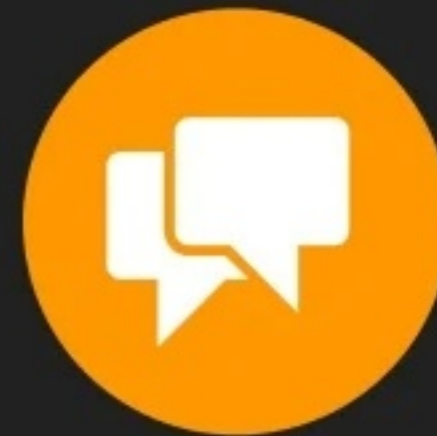


+4.9%

YEAR-ON-YEAR CHANGE

+3.4 MILLION

ACTIVE SOCIAL
MEDIA USERS



+6.9%

YEAR-ON-YEAR CHANGE

+5.0 MILLION



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSM.A INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; A.B.I.; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



TOTAL
POPULATION



98.56
MILLION

FEMALE
POPULATION



50.1%

MALE
POPULATION



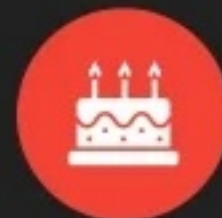
49.9%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.8%
+808 THOUSAND

MEDIAN AGE OF
THE POPULATION



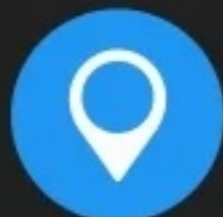
33.3

URBAN
POPULATION



38.7%

POPULATION DENSITY
(PEOPLE PER KM²)



317.9

OVERALL LITERACY
(ADULTS AGED 15+)



95.8%

FEMALE LITERACY
(ADULTS AGED 15+)



94.6%

MALE LITERACY
(ADULTS AGED 15+)



97.0%

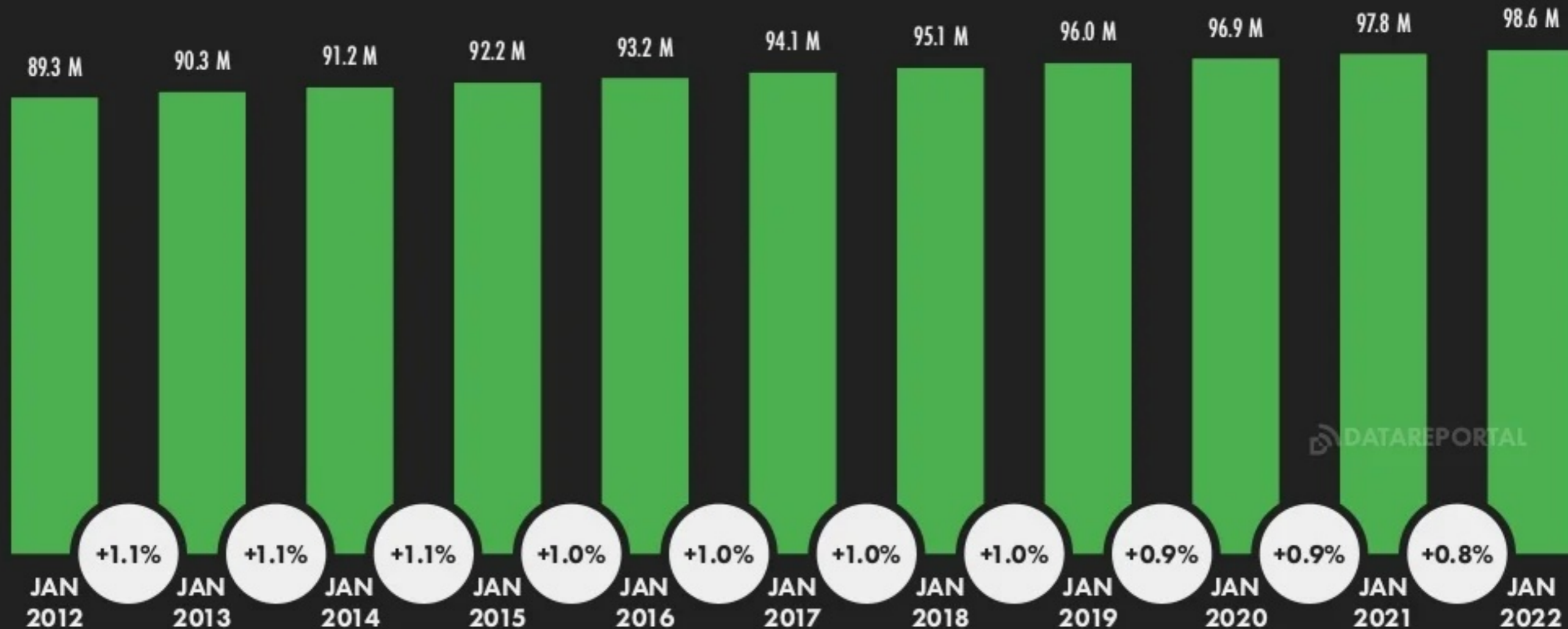
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



VIETNAM



DATAREPORTAL

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POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP



TOTAL
POPULATION



98.56
MILLION

POPULATION
AGED 0-4



7.9%

POPULATION
AGED 5-12



12.3%

POPULATION
AGED 13-17



7.0%

POPULATION
AGED 18-24



9.1%

POPULATION
AGED 25-34



16.7%

POPULATION
AGED 35-44



15.4%

POPULATION
AGED 45-54



12.9%

POPULATION
AGED 55-64



10.1%

POPULATION
AGED 65+



8.6%

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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



GWI.

97.7%

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

SMART
PHONE



97.6%

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

FEATURE
PHONE

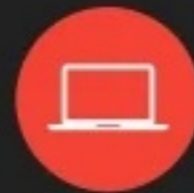


GWI.

17.1%

YEAR-ON-YEAR CHANGE
-10.0% (-190 BPS)

LAPTOP OR
DESKTOP COMPUTER



64.0%

YEAR-ON-YEAR CHANGE
-3.2% (-210 BPS)

TABLET
DEVICE



35.2%

YEAR-ON-YEAR CHANGE
+10.3% (+330 BPS)

GAMES
CONSOLE



8.8%

YEAR-ON-YEAR CHANGE
-4.3% (-40 BPS)

SMART WATCH OR
SMART WRISTBAND



GWI.

29.9%

YEAR-ON-YEAR CHANGE
+19.1% (+480 BPS)

TV STREAMING
DEVICE



13.2%

YEAR-ON-YEAR CHANGE
+8.2% (+100 BPS)

SMART HOME
DEVICE



GWI.

18.6%

YEAR-ON-YEAR CHANGE
+31.0% (+440 BPS)

VIRTUAL REALITY
DEVICE



5.0%

YEAR-ON-YEAR CHANGE
+19.0% (+80 BPS)

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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



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TIME SPENT USING
THE INTERNET



GWI.

6H 38M

YEAR-ON-YEAR CHANGE
-2.2% (-9 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)

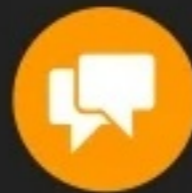


KEPIOS

2H 47M

YEAR-ON-YEAR CHANGE
+4.4% (+7 MINS)

TIME SPENT USING
SOCIAL MEDIA

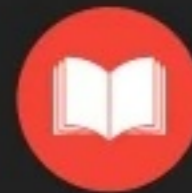


GWI.

2H 28M

YEAR-ON-YEAR CHANGE
+5.0% (+7 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 55M

YEAR-ON-YEAR CHANGE
-0.9% (-1 MIN)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 12M

YEAR-ON-YEAR CHANGE
+4.3% (+3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWI.

0H 38M

YEAR-ON-YEAR CHANGE
-7.3% (-3 MINS)

TIME SPENT LISTENING
TO PODCASTS



KEPIOS

0H 44M

YEAR-ON-YEAR CHANGE
[UNCHANGED]

TIME SPENT USING
A GAMES CONSOLE



1H 12M

YEAR-ON-YEAR CHANGE
-2.7% (-2 MINS)



INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



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TOTAL
INTERNET
USERS



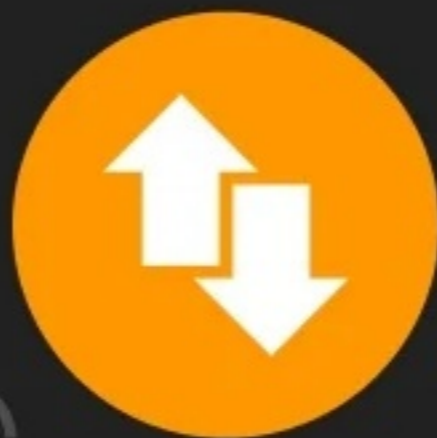
72.10
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



73.2%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



+4.9%
+3.4 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 38M
-2.2% (-9 MINS)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



95.8%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** "YOY" FIGURES SHOW YEAR-ON-YEAR GROWTH. FOR CHANGE IN TIME, "H" DENOTES HOURS AND "M" DENOTES MINUTES. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

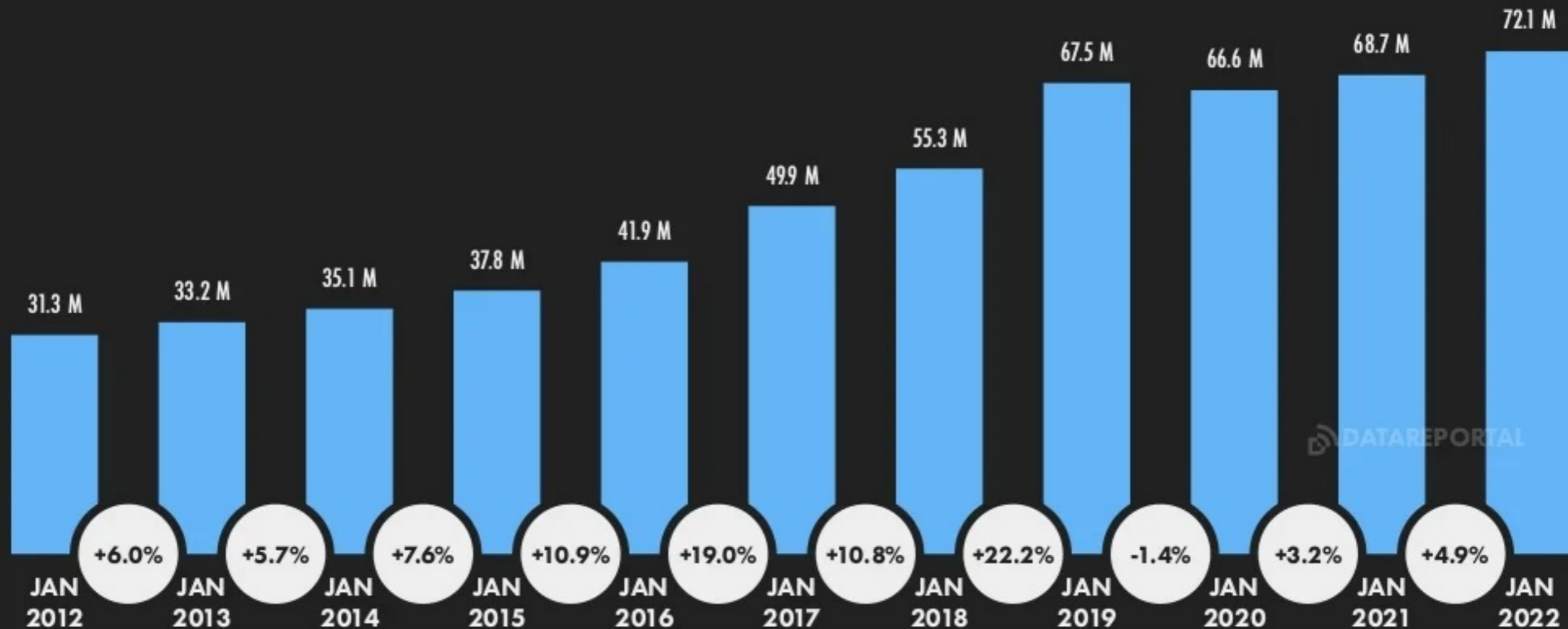
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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE



VIETNAM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **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. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
ITU



69.29
MILLION

vs. POPULATION

70.3%

INTERNET USERS:
CIA WORLD FACTBOOK



69.28
MILLION

vs. POPULATION

70.3%

INTERNET USERS:
INTERNETWORLDSTATS



75.94
MILLION

vs. POPULATION

77.0%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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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



VIETNAM

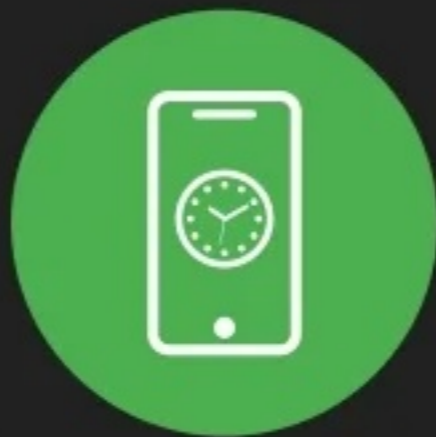
DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



6H 38M

GWI.

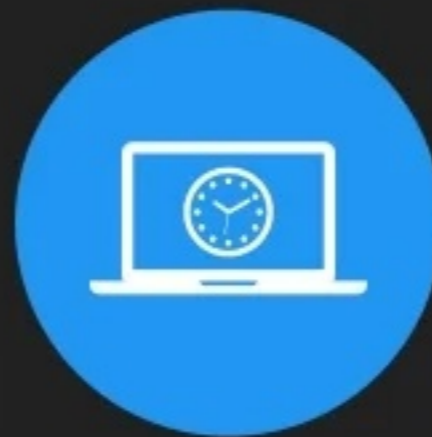
TIME SPENT USING THE
INTERNET ON MOBILE PHONES



3H 32M



TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



3H 06M



MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



53.2%

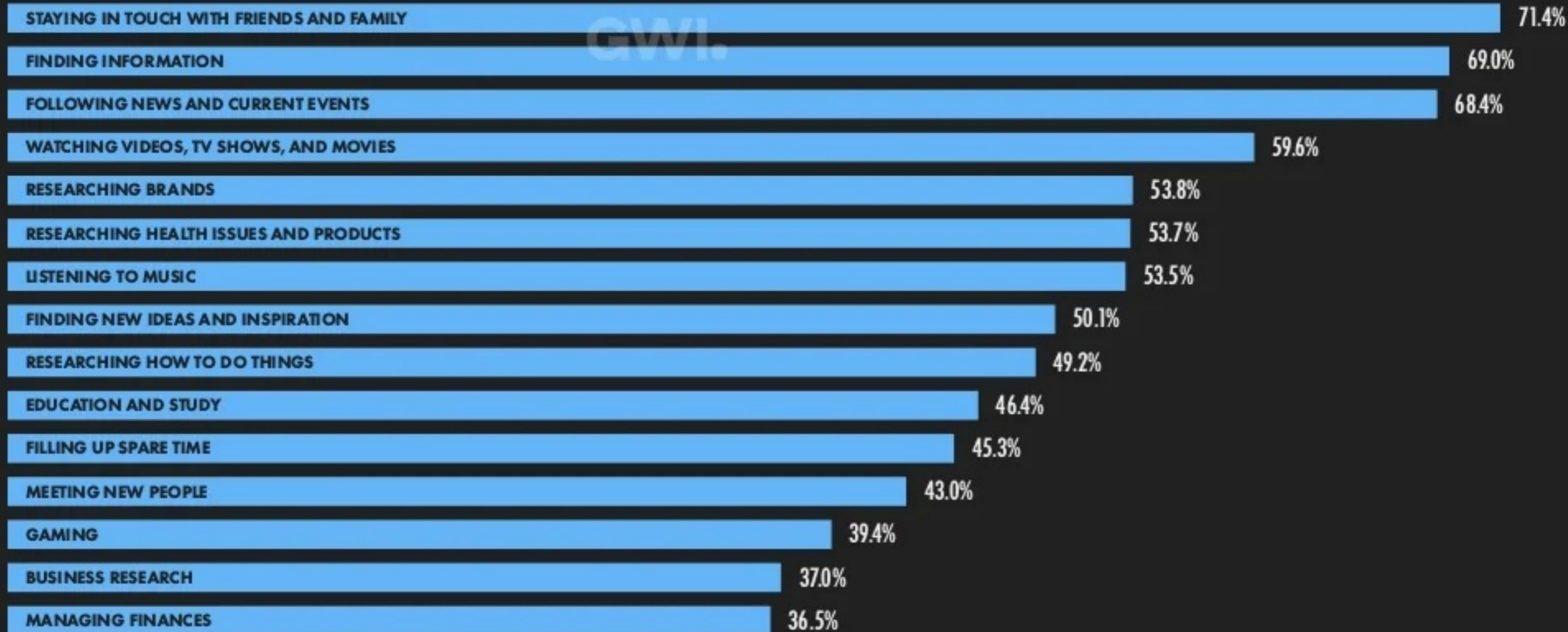
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MAIN REASONS FOR USING THE INTERNET

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



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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



MOBILE
PHONE (ANY)



GWI.

95.8%

YEAR-ON-YEAR CHANGE
+1.2% (+110 BPS)

LAPTOP OR
DESKTOP (ANY)



72.2%

YEAR-ON-YEAR CHANGE
-4.7% (-360 BPS)

SMART
PHONE

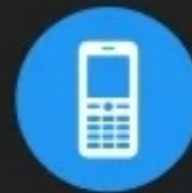


GWI.

94.6%

YEAR-ON-YEAR CHANGE
+0.3% (+30 BPS)

FEATURE
PHONE



5.5%

YEAR-ON-YEAR CHANGE
+89.7% (+260 BPS)

TABLET
DEVICE



31.1%

YEAR-ON-YEAR CHANGE
+9.5% (+270 BPS)

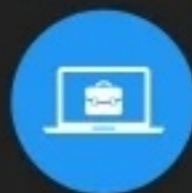
PERSONAL LAPTOP
OR DESKTOP



67.6%

YEAR-ON-YEAR CHANGE
-4.5% (-320 BPS)

WORK LAPTOP
OR DESKTOP



GWI.

29.6%

YEAR-ON-YEAR CHANGE
-6.0% (-190 BPS)

CONNECTED
TELEVISION



32.1%

YEAR-ON-YEAR CHANGE
+18.5% (+500 BPS)

SMART HOME
DEVICE



GWI.

11.4%

YEAR-ON-YEAR CHANGE
[NEW DATA POINT]

GAMES
CONSOLE



5.8%

YEAR-ON-YEAR CHANGE
+28.9% (+130 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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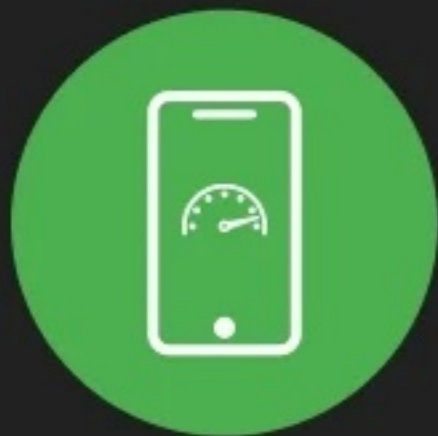
INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS



VIETNAM

MEDIAN DOWNLOAD SPEED
OF CELLULAR MOBILE
INTERNET CONNECTIONS



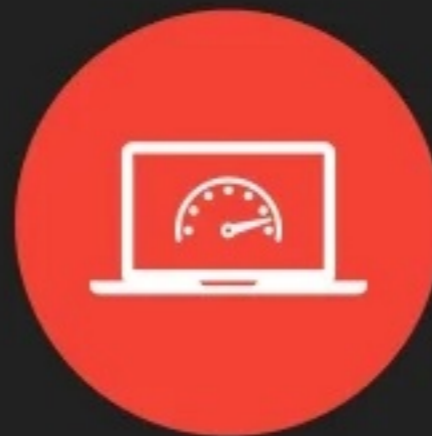
35.14
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN CELLULAR MOBILE
INTERNET CONNECTION SPEED



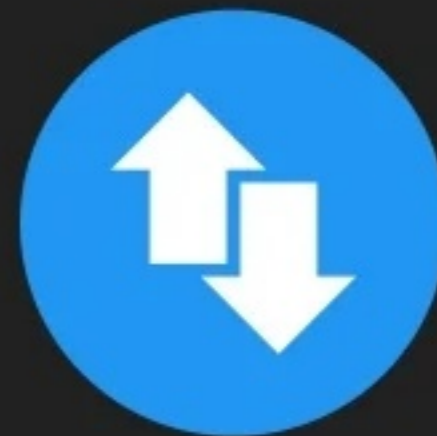
+32.7%
+8.66 MBPS

MEDIAN DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



68.50
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN FIXED INTERNET
CONNECTION SPEED



+58.8%
+25.36 MBPS



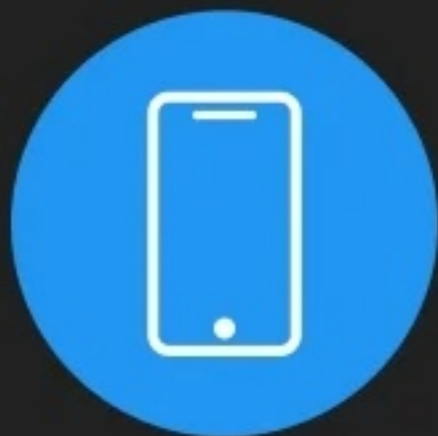
FEB
2022

SHARE OF WEB TRAFFIC BY DEVICE

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



MOBILE
PHONES



45.61%

YEAR-ON-YEAR CHANGE
+1.3% (+59 BPS)

LAPTOP AND
DESKTOP COMPUTERS



52.64%

YEAR-ON-YEAR CHANGE
-0.5% (-26 BPS)

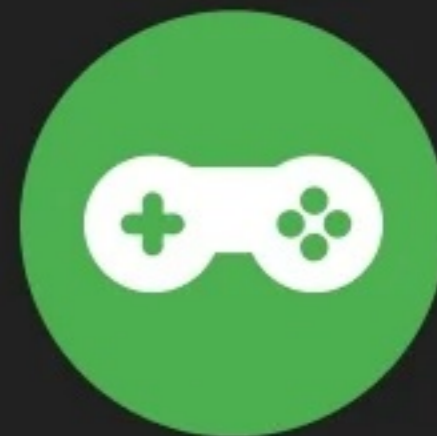
TABLET
DEVICES



1.73%

YEAR-ON-YEAR CHANGE
-16.4% (-34 BPS)

OTHER
DEVICES



0.02%

YEAR-ON-YEAR CHANGE
+100% (+1 BP)

FEB
2022

SHARE OF WEB TRAFFIC BY BROWSER

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



VIETNAM

CHROME



72.24%
YEAR-ON-YEAR CHANGE
+16.3% (+1,012 BPS)

SAFARI



15.48%
YEAR-ON-YEAR CHANGE
-9.4% (-161 BPS)

MICROSOFT EDGE



2.91%
YEAR-ON-YEAR CHANGE
+34.1% (+74 BPS)

FIREFOX



2.08%
YEAR-ON-YEAR CHANGE
-23.5% (-64 BPS)

SAMSUNG INTERNET



2.44%
YEAR-ON-YEAR CHANGE
-17.6% (-52 BPS)

OPERA



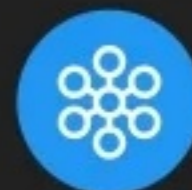
1.43%
YEAR-ON-YEAR CHANGE
-9.5% (-15 BPS)

UC BROWSER



0.92%
YEAR-ON-YEAR CHANGE
+8.2% (+7 BPS)

OTHER



2.50%
YEAR-ON-YEAR CHANGE
-76.2% (-801 BPS)



FEB
2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021



#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	226M	17.8M	3M 55S	4.99
02	YOUTUBE.COM	136M	16.4M	8M 14S	3.16
03	FACEBOOK.COM	88.7M	11.0M	13M 12S	5.08
04	VNEXPRESS.NET	47.0M	5.73M	3M 06S	4.53
05	GOOGLE.COM.VN	30.6M	5.26M	17M 28S	3.88
06	SHOPEE.VN	30.0M	6.74M	2M 04S	4.08
07	KENH14.VN	24.2M	4.63M	15M 13S	4.10
08	WIKIPEDIA.ORG	24.2M	7.43M	9M 43S	1.82
09	24H.COM.VN	24.2M	4.30M	5M 29S	5.34
10	ZALO.ME	19.5M	4.72M	21M 00S	2.28

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	VIETJACK.COM	17.4M	3.64M	17M 03S	2.29
12	DANTRI.COM.VN	17.2M	2.93M	0M 16S	5.01
13	XOSODAIPHAT.COM	16.7M	3.18M	18M 05S	2.16
14	VIETNAMNET.VN	14.2M	3.94M	20M 23S	3.18
15	ZING.VN	13.9M	3.02M	12M 58S	5.00
16	COINMARKETCAP.COM	13.3M	1.78M	21M 38S	3.15
17	TUOITRE.VN	13.1M	3.45M	3M 17S	2.71
18	BAOMOI.COM	12.3M	2.68M	15M 48S	5.03
19	THEGIOIDIDONG.COM	11.2M	4.82M	12M 12S	3.33
20	SOHA.VN	10.7M	2.87M	13M 46S	3.54

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB
2022

TOP WEBSITE TRAFFIC DETAIL (SEMRUSH)

SHARE OF WEBSITE TRAFFIC BY DEVICE, AND SHARE OF WEBSITE TRAFFIC REFERRED BY A SELECTION OF SOCIAL MEDIA PLATFORMS IN NOVEMBER 2021



VIETNAM

#	WEBSITE	SHARE OF TRAFFIC FROM MOBILES	SHARE OF TRAFFIC FROM COMPUTERS	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS	TRAFFIC FROM VK REFERRALS
01	GOOGLE.COM	25.3%	74.7%	4.20%	1.29%	0.14%	0.09%	0.04%	0.03%	0.26%	<0.01%
02	YOUTUBE.COM	10.0%	90.0%	3.01%	0.08%	0.03%	0.12%	<0.01%	<0.01%	0.04%	<0.01%
03	FACEBOOK.COM	24.6%	75.4%	<0.01%	0.21%	0.05%	0.02%	<0.01%	<0.01%	<0.01%	<0.01%
04	VNEXPRESS.NET	65.6%	34.4%	0.74%	0.03%	0.01%	<0.01%	<0.01%	<0.01%	<0.01%	—
05	GOOGLE.COM.VN	16.6%	83.4%	0.10%	0.09%	<0.01%	<0.01%	<0.01%	<0.01%	0.02%	—
06	SHOPEE.VN	6.9%	93.1%	1.65%	0.06%	0.03%	<0.01%	—	—	—	—
07	KENH14.VN	57.6%	42.4%	0.50%	0.02%	0.03%	<0.01%	—	<0.01%	<0.01%	—
08	WIKIPEDIA.ORG	30.4%	69.6%	0.05%	0.01%	<0.01%	<0.01%	<0.01%	<0.01%	<0.01%	—
09	24H.COM.VN	61.4%	38.6%	0.10%	0.02%	<0.01%	—	—	<0.01%	<0.01%	—
10	ZALO.ME	13.9%	86.1%	0.11%	<0.01%	<0.01%	<0.01%	—	—	—	—

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** TRAFFIC FROM SOCIAL MEDIA REFERRALS REPRESENT THE SHARE OF TOTAL WEBSITE VISITS THAT ORIGINATED FROM A CLICK OR A TAP ON A LINK PUBLISHED ON THE RESPECTIVE SOCIAL MEDIA PLATFORM. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



VIETNAM

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	14.0B	56.8%	43.2%	11M 40S	8.98
02	YOUTUBE.COM	7.40B	24.7%	75.3%	23M 27S	11.71
03	FACEBOOK.COM	6.63B	31.2%	68.8%	16M 52S	12.81
04	VNEXPRESS.NET	1.31B	44.1%	55.9%	6M 17S	3.84
05	ZALO.ME	1.21B	55.1%	44.9%	3M 05S	2.02
06	XOSODAIPHAT.COM	1.04B	99.3%	0.7%	0M 12S	1.49
07	GOOGLE.COM.VN	919M	36.9%	63.1%	8M 15S	11.59
08	KENH14.VN	903M	65.6%	34.4%	5M 44S	3.71
09	24H.COM.VN	903M	74.6%	25.4%	12M 09S	5.44
10	SHOPEE.VN	856M	44.9%	55.1%	8M 02S	9.01

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	ZINGNEWS.VN	833M	57.0%	43.0%	6M 47S	3.67
12	TUOITRE.VN	800M	69.7%	30.3%	3M 46S	2.26
13	THANHNHIEN.VN	655M	76.7%	23.3%	3M 08S	2.72
14	METRUYENCHU.COM	544M	95.4%	4.6%	25M 21S	10.89
15	XOSO.COM.VN	535M	99.2%	0.8%	0M 12S	1.70
16	DANTRI.COM.VN	524M	72.2%	27.8%	14M 53S	5.92
17	VIETNAMNET.VN	522M	67.3%	32.7%	3M 27S	2.82
18	BAOMOI.COM	514M	74.0%	26.0%	5M 55S	4.14
19	THEGIOIDIDONG.COM	483M	77.7%	22.3%	3M 57S	3.97
20	WIKIPEDIA.ORG	453M	58.7%	41.3%	3M 41S	2.63

FEB
2022

MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC



VIETNAM

#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	FACEBOOK.COM	17M 46S	8.56
04	SHOPEE.VN	15M 10S	10.20
05	VNEXPRESS.NET	08M 16S	4.43
06	GOOGLE.COM.VN	05M 09S	5.33
07	THETHAO247.VN	03M 17S	2.40
08	LAODONG.VN	01M 57S	1.57
09	VTV.VN	02M 25S	1.81
10	TIKI.VN	07M 33S	7.58

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	LAZADA.VN	09M 53S	7.18
12	ZINGNEWS.VN	07M 22S	6.14
13	24H.COM.VN	07M 03S	5.94
14	PADLET.COM	03M 10S	2.55
15	COINMARKETCAP.COM	07M 07S	4.51
16	TIKTOK.COM	08M 16S	9.66
17	KENH14.VN	06M 37S	4.07
18	DANTRI.COM.VN	06M 58S	4.90
19	ZALO.ME	05M 24S	1.97
20	CAFEF.VN	06M 44S	4.00

SOURCE: ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. **NOTE:** ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA VOICE PLATFORMS. "TIME PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH DOMAIN, MEASURED IN MINUTES AND SECONDS. "PAGES PER DAY" REPRESENT THE AVERAGE NUMBER OF PAGES THAT GLOBAL VISITORS OPEN ON THE DOMAIN EACH DAY. BECAUSE FIGURES FOR "TIME PER DAY" AND "PAGES PER DAY" REFLECT GLOBAL ACTIVITY, VALUES WILL BE THE SAME ACROSS ALL COUNTRIES. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

FEB
2022

SEARCH ENGINE MARKET SHARE

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



VIETNAM

GOOGLE



90.92%

YEAR-ON-YEAR CHANGE
-2.4% (-225 BPS)

BING



1.21%

YEAR-ON-YEAR CHANGE
-17.1% (-25 BPS)

BAIDU



0.11%

YEAR-ON-YEAR CHANGE
+83.3% (+5 BPS)

YAHOO!



1.42%

YEAR-ON-YEAR CHANGE
+23.5% (+27 BPS)

YANDEX



0.33%

YEAR-ON-YEAR CHANGE
+1,550% (+31 BPS)

DUCKDUCKGO



0.05%

YEAR-ON-YEAR CHANGE
-16.7% (-1 BP)

ECOSIA



0.03%

YEAR-ON-YEAR CHANGE
-50.0% (-3 BPS)

OTHER



5.93%

YEAR-ON-YEAR CHANGE
+47.5% (+191 BPS)

FEB
2022

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



VIETNAM

#	SEARCH QUERY	INDEX
01	XỔ SỐ	100
02	DỊCH	71
03	GOOGLE	50
04	XSMB	44
05	SỐ MIỀN BẮC	43
06	XỔ SỐ MIỀN BẮC	39
07	YOUTUBE	35
08	GOOGLE DỊCH	31
09	BONG DA	31
10	XỔ SỐ MIỀN NAM	30

#	SEARCH QUERY	INDEX
11	BÓNG ĐÁ	28
12	FACEBOOK	28
13	THỜI TIẾT	25
14	XSMN	24
15	KẾT QUẢ XỔ SỐ	17
16	VLXX	16
17	24H	16
18	XỔ SỐ HÔM NAY	16
19	VN	14
20	FB	13

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **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 ENTER WRITTEN 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 TIME PERIOD.

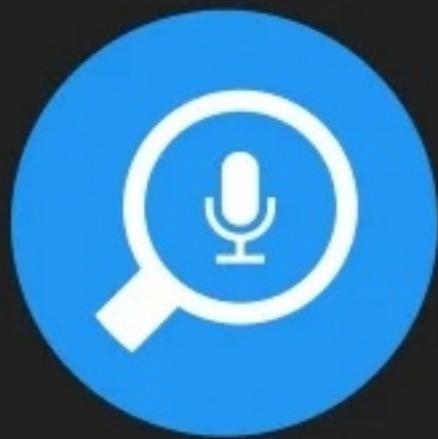
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2022

ACCESSING ONLINE INFORMATION

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



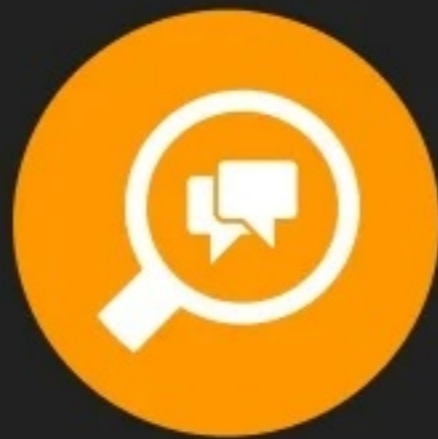
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION **EACH WEEK**



GWI.

22.3%

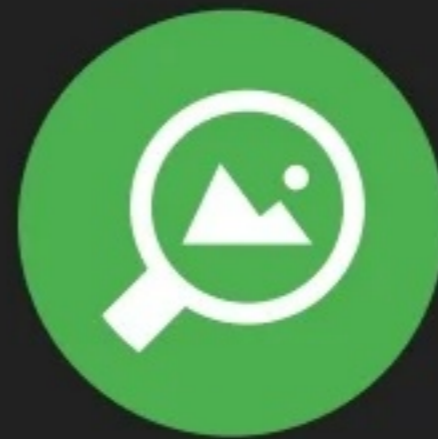
VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



KEPIOS

62.6%

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



KEPIOS

36.2%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES **EACH WEEK**



37.2%

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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



GWI.

94.3%

MUSIC
VIDEO



58.8%

COMEDY, MEME,
OR VIRAL VIDEO



GWI.

33.4%

TUTORIAL OR
HOW-TO VIDEO



35.6%

VIDEO
LIVESTREAM



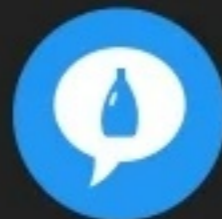
41.9%

EDUCATIONAL
VIDEO



28.6%

PRODUCT
REVIEW VIDEO



GWI.

35.8%

SPORTS CLIP OR
HIGHLIGHTS VIDEO



30.9%

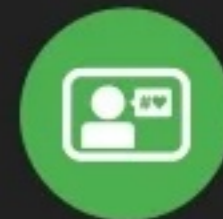
GAMING
VIDEO



GWI.

32.6%

INFLUENCER
VIDEOS AND VLOGS



21.8%

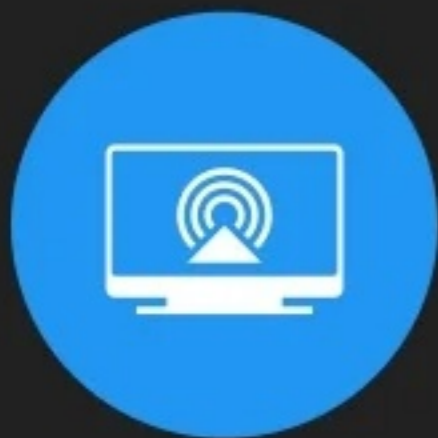
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STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO STREAM TV CONTENT OVER THE INTERNET



GWI.

94.5%

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



KEPIOS

96.3%

AVERAGE DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING STREAMING TV



we are social

1H 24M

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



50.3%

FEB
2022

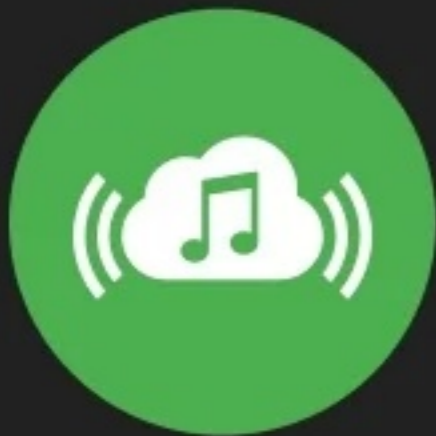
LISTENING TO ONLINE AUDIO CONTENT

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



VIETNAM

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

36.9%

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



17.4%

LISTEN TO
PODCASTS



14.1%

LISTEN TO
AUDIO BOOKS



23.4%

FEB
2022

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



93.4%

GWI.

SMARTPHONE



86.6%



LAPTOP OR DESKTOP



35.0%

GWI.

GAMES CONSOLE



10.4%

TABLET



21.3%



HAND-HELD GAMING DEVICE



16.8%

GWI.

MEDIA STREAMING DEVICE



6.9%



VIRTUAL REALITY HEADSET



6.7%

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2022

SMART HOME MARKET OVERVIEW

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



NUMBER OF HOMES WITH
SMART HOME DEVICES



2.37
MILLION

YEAR-ON-YEAR CHANGE
+15.4% (+316 THOUSAND)

statista

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



\$179.3
MILLION

YEAR-ON-YEAR CHANGE
+45.8% (+\$56 MILLION)



VALUE OF SMART HOME
APPLIANCES MARKET



\$91.96
MILLION

YEAR-ON-YEAR CHANGE
+44.5% (+\$28 MILLION)

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



\$21.93
MILLION

YEAR-ON-YEAR CHANGE
+61.2% (+\$8.3 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$26.36
MILLION

YEAR-ON-YEAR CHANGE
+43.9% (+\$8.0 MILLION)



VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$22.68
MILLION

YEAR-ON-YEAR CHANGE
+37.2% (+\$6.1 MILLION)

statista

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$7.61
MILLION

YEAR-ON-YEAR CHANGE
+47.7% (+\$2.5 MILLION)



VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$8.77
MILLION

YEAR-ON-YEAR CHANGE
+52.7% (+\$3.0 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **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 REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

FEB
2022

AVERAGE ANNUAL REVENUE PER SMART HOME

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



PENETRATION OF
SMART HOME DEVICES



10.5%

YEAR-ON-YEAR CHANGE
+13.5% (+114 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$75.64

YEAR-ON-YEAR CHANGE
+26.3% (+\$15.77)



ARPU: SMART
HOME APPLIANCES



\$94.08

YEAR-ON-YEAR CHANGE
+18.7% (+\$14.85)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$28.37

YEAR-ON-YEAR CHANGE
+31.4% (+\$6.79)

ARPU: SMART HOME
SECURITY DEVICES



\$22.14

YEAR-ON-YEAR CHANGE
+20.0% (+\$3.70)



ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$18.13

YEAR-ON-YEAR CHANGE
+15.8% (+\$2.48)

statista

ARPU: SMART HOME
COMFORT & LIGHTING



\$6.30

YEAR-ON-YEAR CHANGE
+21.2% (+\$1.10)



ARPU: SMART HOME
ENERGY MANAGEMENT



\$9.88

YEAR-ON-YEAR CHANGE
+22.0% (+\$1.78)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **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 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

FEB
2022

USE OF ONLINE FINANCIAL SERVICES

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

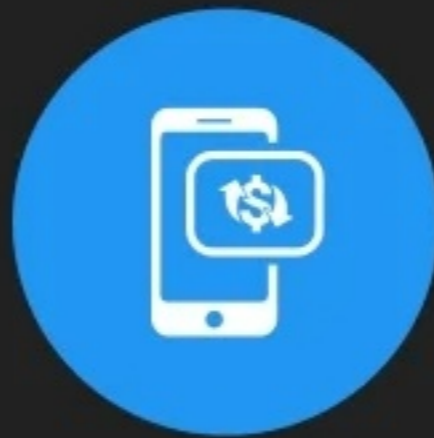


USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



27.0%

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



26.2%

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



11.2%

GWI.



FEB
2022

ONLINE PRIVACY AND SECURITY

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



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



[N/A]

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWI.

30.7%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



32.3%

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



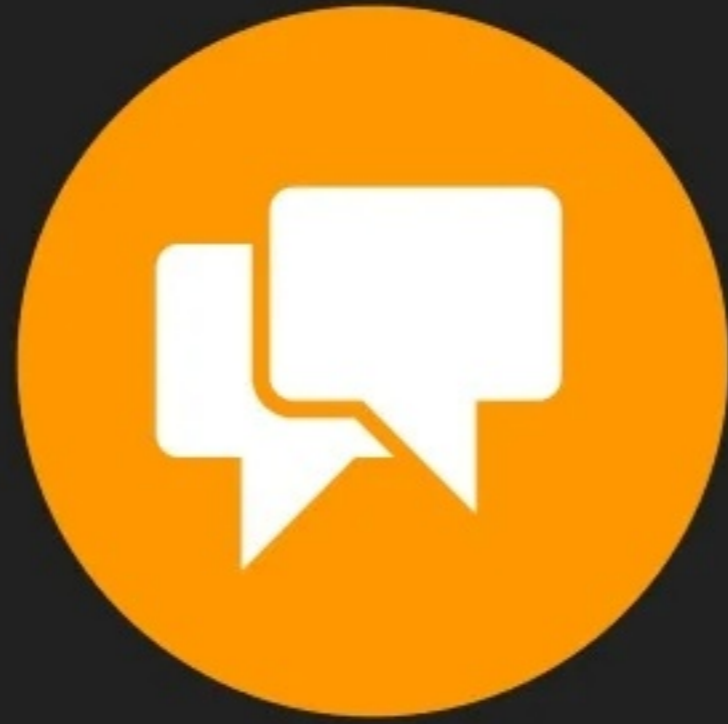
GWI.

44.7%

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



29.9%



SOCIAL MEDIA

FEB
2022

OVERVIEW OF SOCIAL MEDIA USE

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



VIETNAM

NUMBER OF SOCIAL
MEDIA USERS



76.95
MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



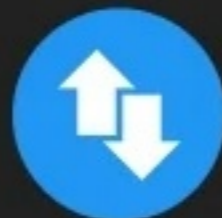
+6.9%
+5.0 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



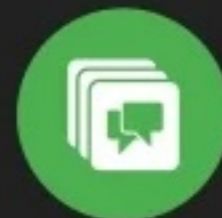
2H 28M

YEAR-ON-YEAR CHANGE IN TIME
SPENT USING SOCIAL MEDIA



+5.0%
+7 MINS

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.4

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



78.1%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



97.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



106.7%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



51.4%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



48.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OGDH, U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS**: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

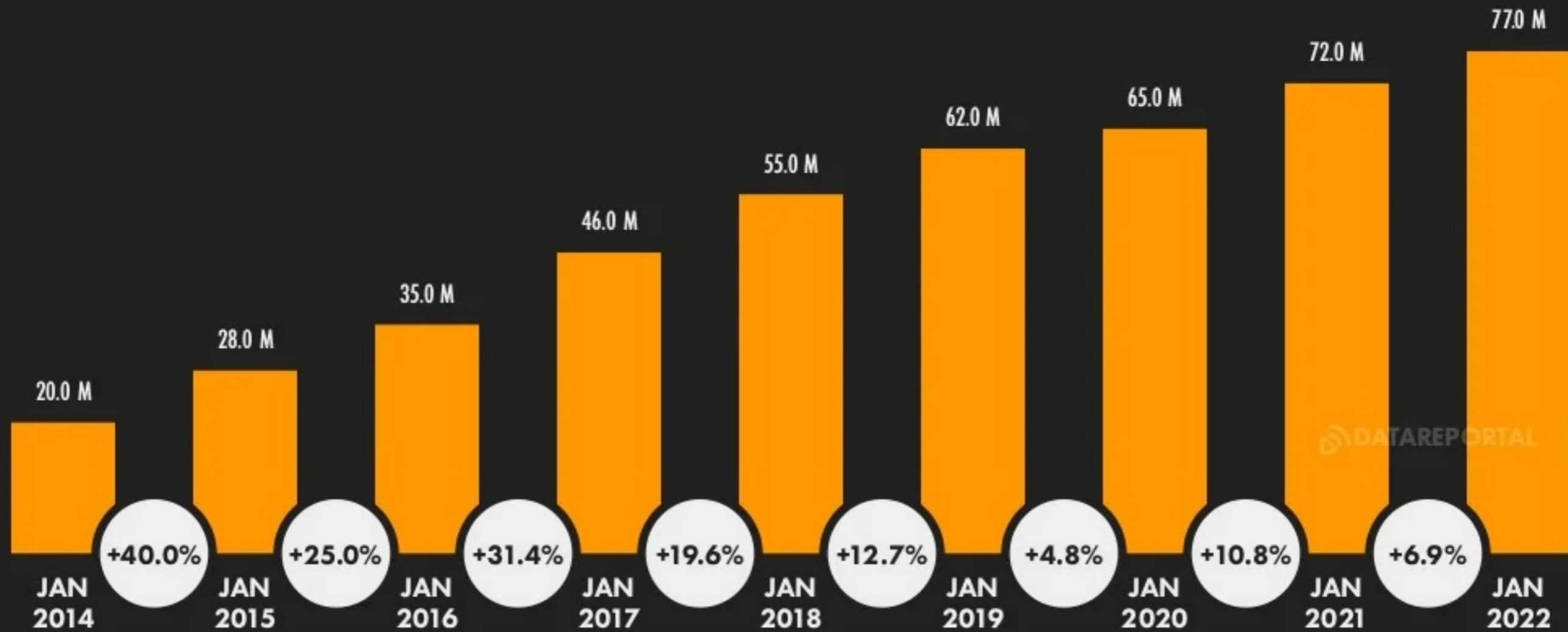
FEB
2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE



VIETNAM



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. **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. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** CHANGES TO DATA SOURCES AND SIGNIFICANT BASE REVISIONS IN SOURCE DATA MAY MEAN THAT FIGURES ARE **NOT** COMPARABLE BETWEEN CERTAIN YEARS.

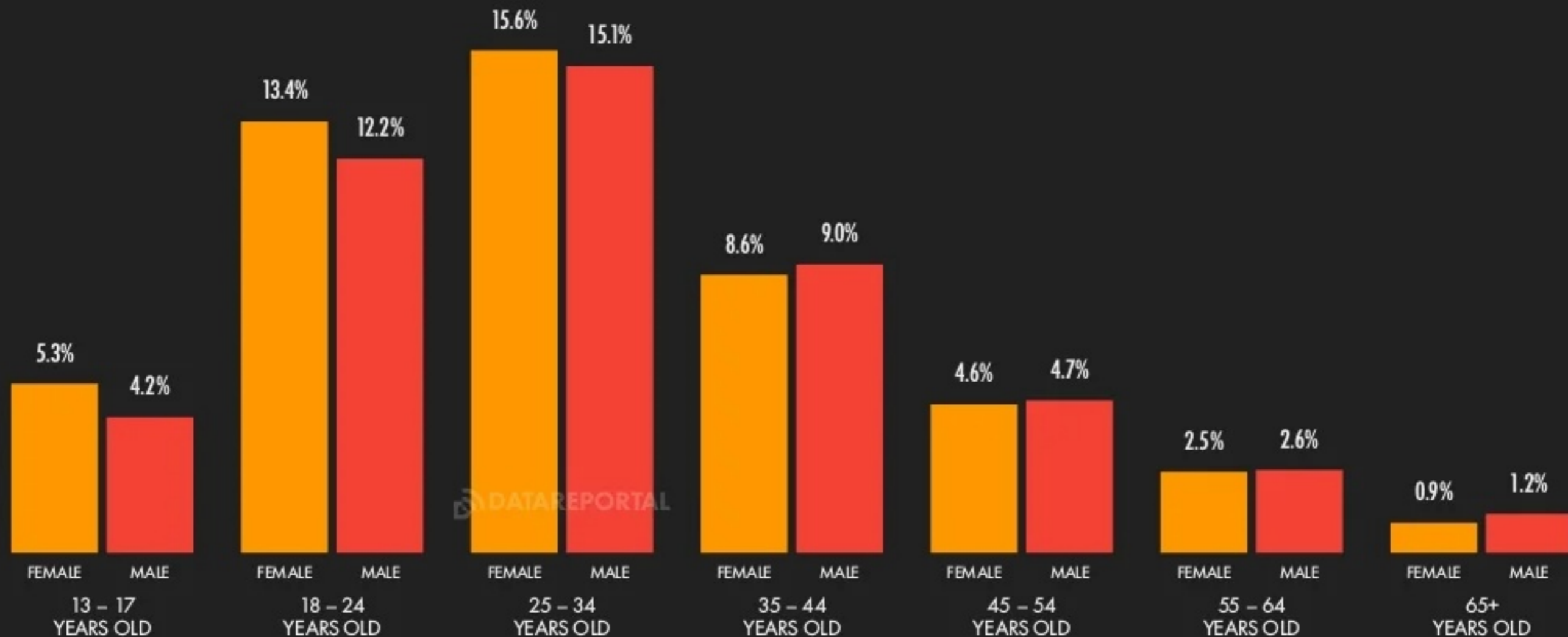
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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

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



VIETNAM



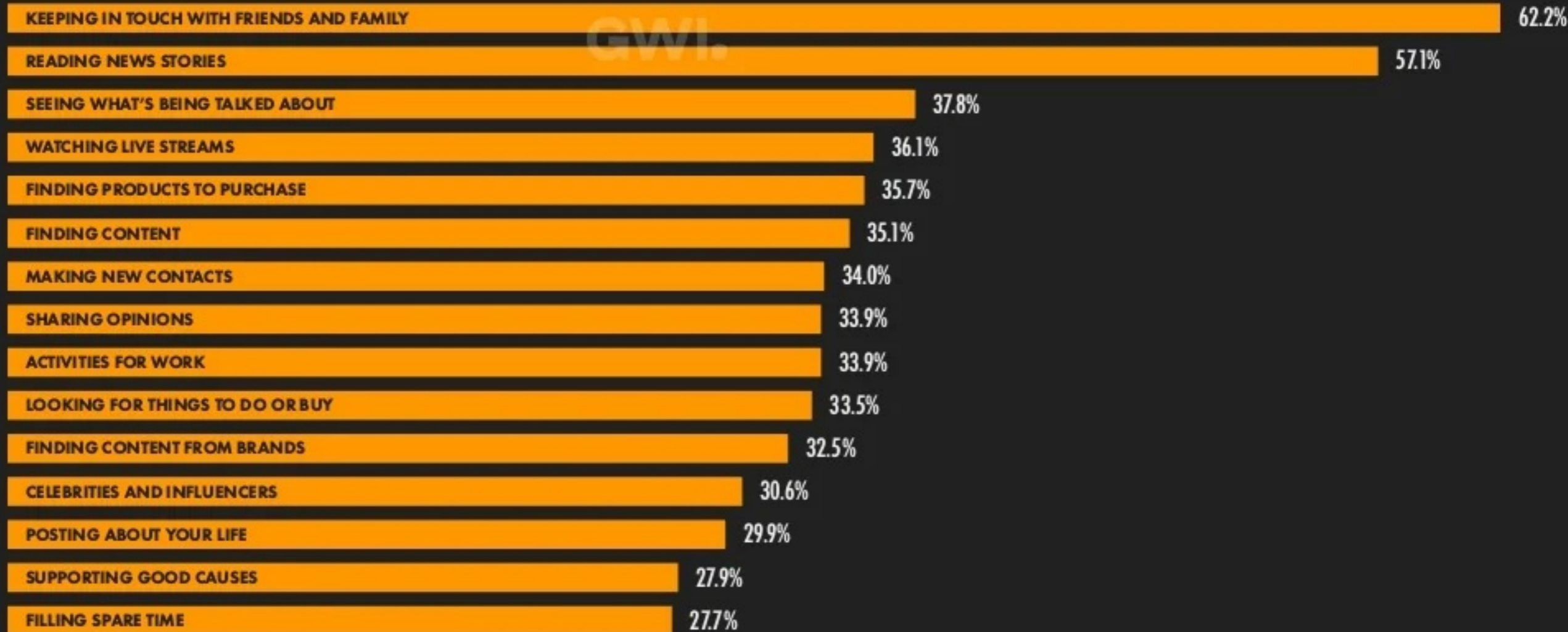
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2022

MAIN REASONS FOR USING SOCIAL MEDIA

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



VIETNAM



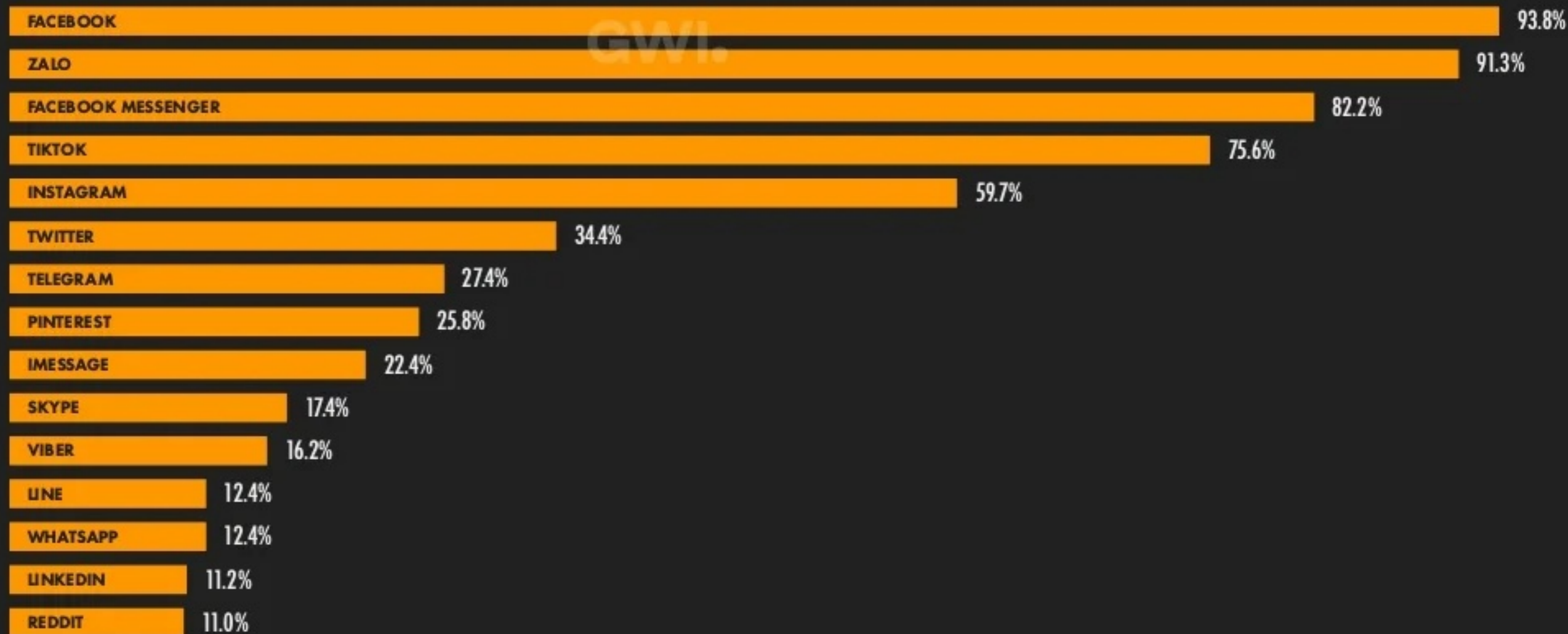
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MOST-USED SOCIAL MEDIA PLATFORMS

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



VIETNAM

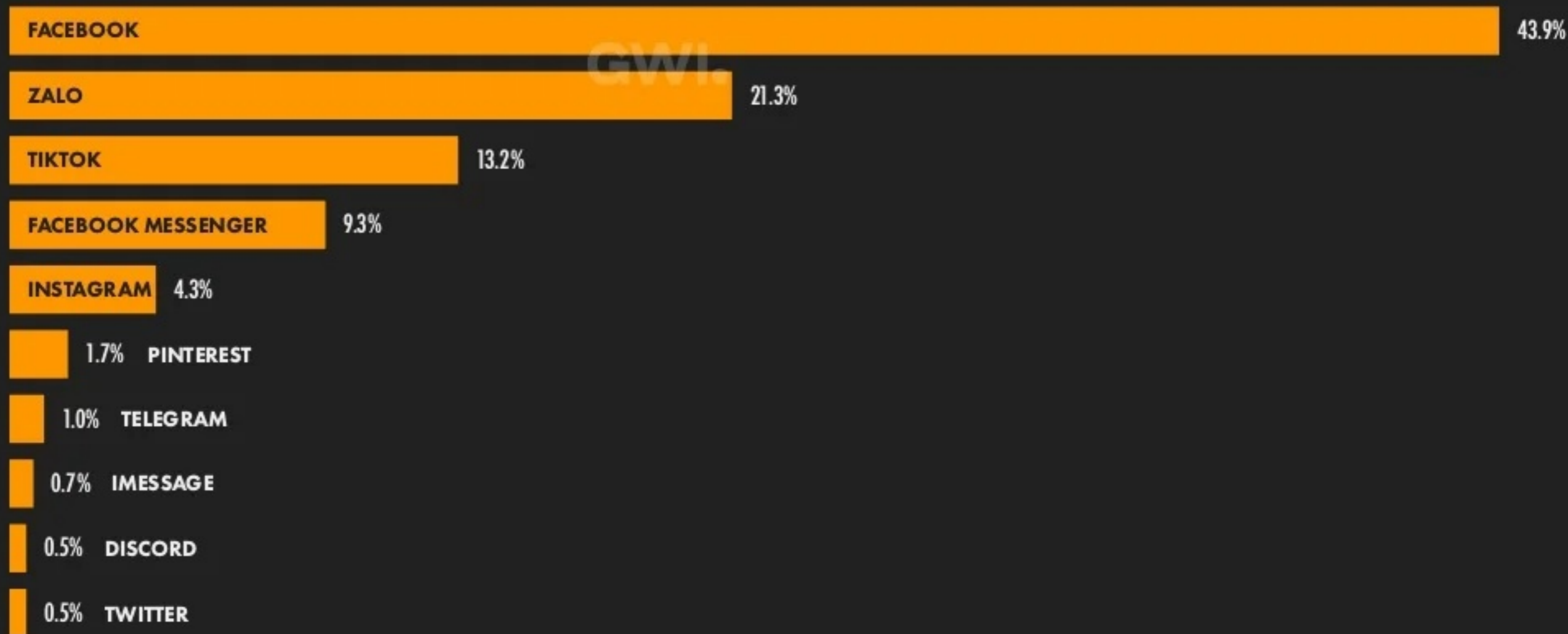


SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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2022

FAVOURITE SOCIAL MEDIA PLATFORMS

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



FEB
2022

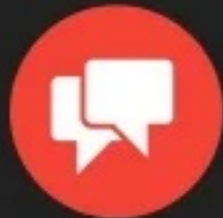
USE OF SOCIAL MEDIA FOR BRAND RESEARCH

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



GWI.

85.2%

SOCIAL
NETWORKS



62.6%

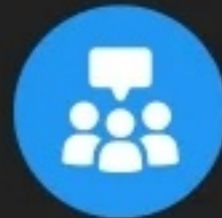
QUESTION & ANSWER
SITES (E.G. QUORA)



GWI.

24.0%

FORUMS AND
MESSAGE BOARDS



20.5%

MESSAGING AND
LIVE CHAT SERVICES



17.9%

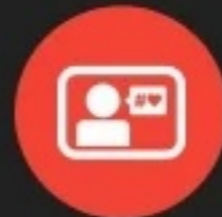
MICRO-BLOGS
(E.G. TWITTER)



GWI.

15.2%

VLOGS (BLOGS IN
A VIDEO FORMAT)



17.9%

ONLINE PINBOARDS
(E.G. PINTEREST)



10.0%

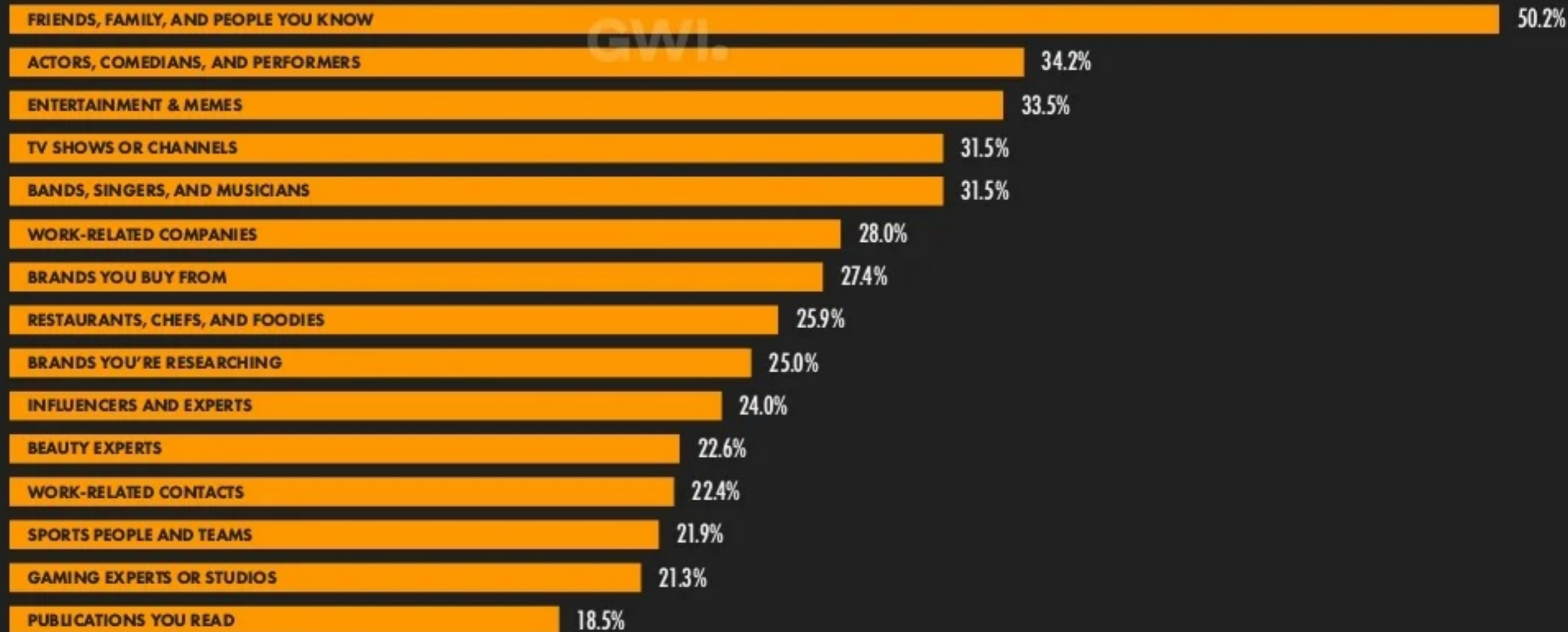
FEB
2022

TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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



VIETNAM



FEB
2022

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



69.79%

YEAR-ON-YEAR CHANGE
+3.2% (+219 BPS)

TWITTER



3.72%

YEAR-ON-YEAR CHANGE
-16.4% (-73 BPS)

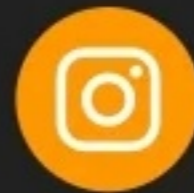
PINTEREST



7.45%

YEAR-ON-YEAR CHANGE
-39.2% (-480 BPS)

INSTAGRAM



3.16%

YEAR-ON-YEAR CHANGE
+1,217% (+292 BPS)

YOUTUBE



13.01%

YEAR-ON-YEAR CHANGE
-11.3% (-165 BPS)

REDDIT



1.78%

YEAR-ON-YEAR CHANGE
+409% (+143 BPS)

TUMBLR



0.39%

YEAR-ON-YEAR CHANGE
+105% (+20 BPS)

LINKEDIN



0.24%

YEAR-ON-YEAR CHANGE
+167% (+15 BPS)

VKONTAKTE



0.30%

YEAR-ON-YEAR CHANGE
+131% (+17 BPS)

OTHER



0.16%

YEAR-ON-YEAR CHANGE
+700% (+14 BPS)

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS ON ANY DEVICE IN NOVEMBER 2021. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.



SOCIAL MEDIA PLATFORMS



CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

FEB
2022

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



VIETNAM

POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON FACEBOOK



70.40
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



71.4%

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



89.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE



50.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE



49.3%



SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE.
NOTES: FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS
BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

FEB
2022

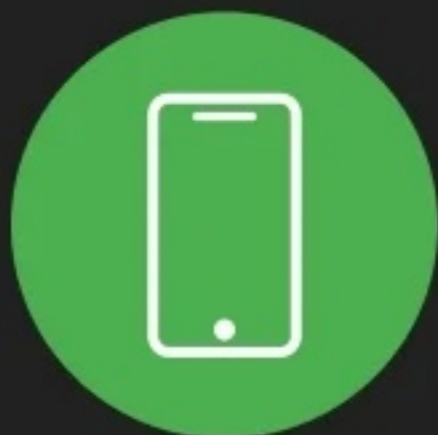
DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER



VIETNAM

USE ANY KIND OF
MOBILE PHONE



98.9%

ONLY USE LAPTOP OR
DESKTOP COMPUTER



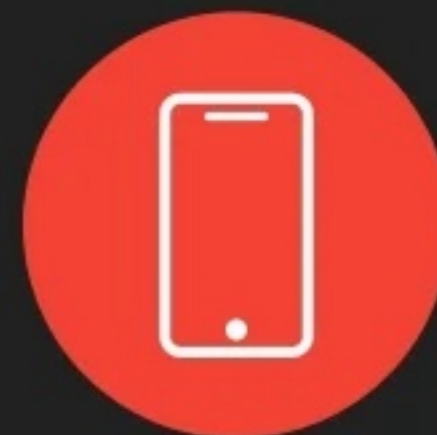
1.1%

USE BOTH COMPUTERS
AND MOBILE PHONES



17.6%

ONLY USE MOBILE
PHONES (ANY TYPE)



81.2%



FEB
2022

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A "TYPICAL" USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



FACEBOOK PAGES
"LIKED" (LIFETIME)

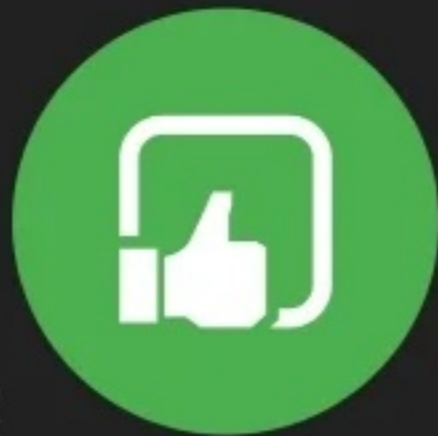


1

FEMALE MALE

1 1

POSTS "LIKED" IN THE
PREVIOUS 30 DAYS

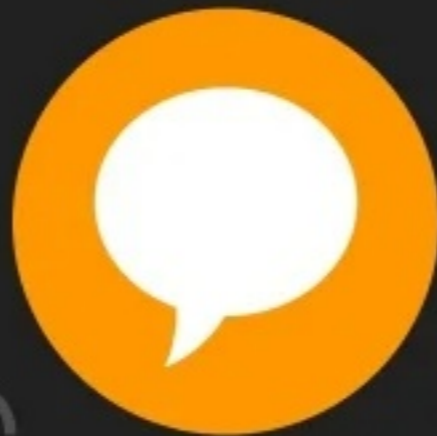


8

FEMALE MALE

10 7

COMMENTS MADE IN
THE PREVIOUS 30 DAYS

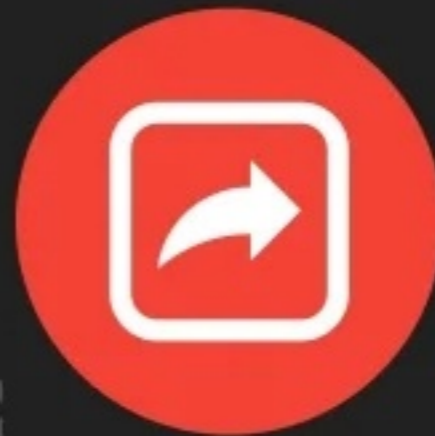


7

FEMALE MALE

9 5

POSTS SHARED IN THE
PREVIOUS 30 DAYS

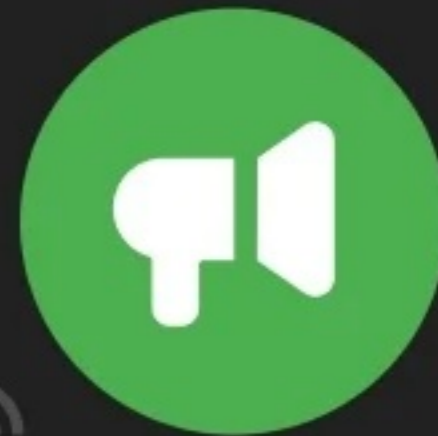


1

FEMALE MALE

2 1

ADS CLICKED OR TAPPED
IN THE PREVIOUS 30 DAYS



17

FEMALE MALE

21 15



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2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS



VIETNAM

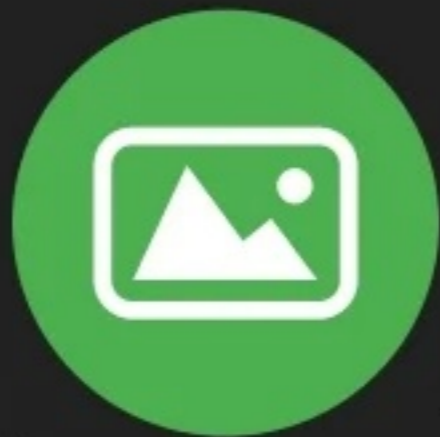
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: ALL POST TYPES



0.08%



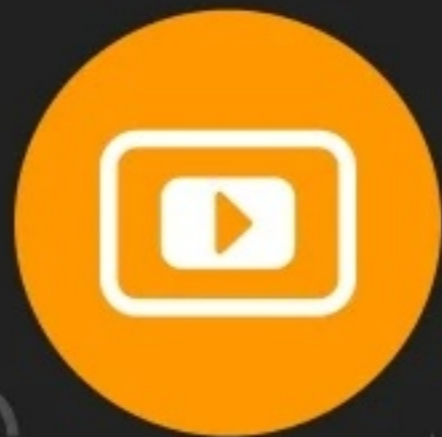
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: PHOTO POSTS



0.10%



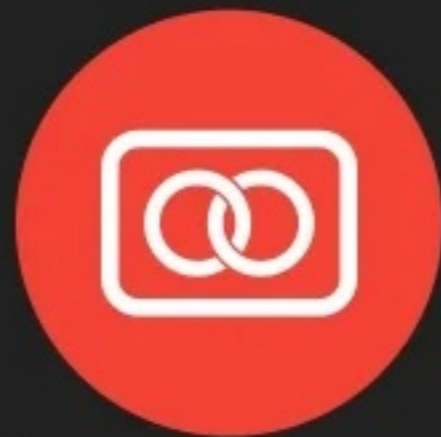
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: VIDEO POSTS



0.14%



AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: LINK POSTS



0.03%



AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: STATUS POSTS



0.10%

FEB
2022

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE



VIETNAM

POTENTIAL REACH OF
ADS ON YOUTUBE



62.50
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



63.4%

YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



86.7%

YEAR-ON-YEAR CHANGE
IN YOUTUBE AD REACH



+12.2%
+6.8 MILLION

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



49.10
MILLION

YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



68.4%

FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



49.5%

MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



50.5%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.

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2022

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



VIETNAM

#	SEARCH QUERY	INDEX
01	KARAOKE	100
02	NHAC	98
03	GAY	70
04	GAY TV MEDIA	64
05	MA	52
06	TIK TOK	52
07	REVIEW PHIM	48
08	THIỆU NHI	37
09	TIKTOK	37
10	DORAEMON	33

#	SEARCH QUERY	INDEX
11	NHẠC THIẾU NHI	32
12	TONY	30
13	TONY TV	29
14	ANIME	26
15	NHẠC REMIX	24
16	NHẠC REMIX	22
17	RAP	22
18	BOLERO	20
19	FREE FIRE	20
20	MINECRAFT	18

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **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.

FEB
2022

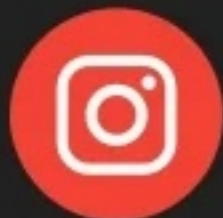
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



VIETNAM

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



11.65
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



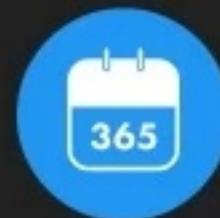
11.8%

QUARTER-ON-QUARTER CHANGE
IN INSTAGRAM AD REACH



+6.9%
+750 THOUSAND

YEAR-ON-YEAR CHANGE
IN INSTAGRAM AD REACH



+22.6%
+2.2 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



16.2%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



14.8%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



63.0%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



37.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MID POINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

FEB
2022

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

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



POTENTIAL REACH OF ADS
ON TIKTOK (AGE 18+ ONLY)



39.91
MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



40.5%

QUARTER-ON-QUARTER
CHANGE IN TIKTOK AD REACH



+0.7%
+262 THOUSAND

YEAR-ON-YEAR CHANGE
IN TIKTOK AD REACH



[N/A]
[NEW DATA POINT]

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



55.4%

TIKTOK AD REACH AGE 18+
vs. POPULATION AGE 18+



55.6%

FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



53.5%

MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



46.5%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

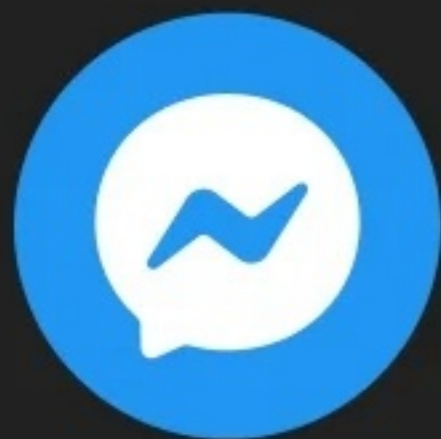
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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

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



POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON MESSENGER



54.00
MILLION

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



54.8%

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



68.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS FEMALE



50.8%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS MALE



49.2%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, AND THIS MAY HAVE A SIGNIFICANT IMPACT ON POTENTIAL ADVERTISING REACH FIGURES IN THOSE COUNTRIES. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



VIETNAM

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



4.20
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



4.3%

QUARTER-ON-QUARTER CHANGE
IN LINKEDIN AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE
IN LINKEDIN AD REACH



+13.5%
+500 THOUSAND

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



5.8%

LINKEDIN AD REACH
vs. POPULATION AGED 18+



5.9%

FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



52.0%

MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



48.0%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

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TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

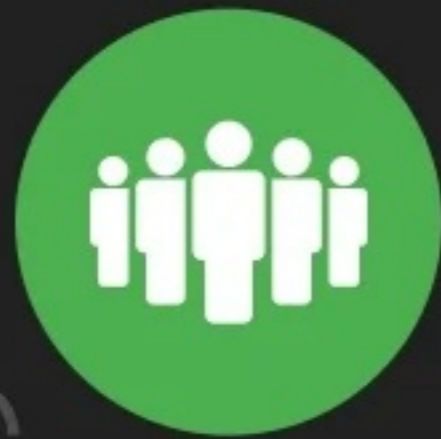


POTENTIAL AUDIENCE
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADS ON TWITTER



2.85
MILLION

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



2.9%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



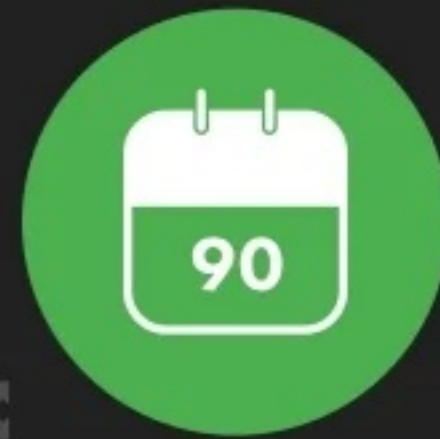
3.6%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL INTERNET USERS



4.0%

QUARTER-ON-
QUARTER CHANGE IN
TWITTER'S POTENTIAL
ADVERTISING REACH



+9.6%
+250 THOUSAND

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. FIGURES PUBLISHED IN TWITTER'S ADVERTISING RESOURCES ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT PERIODS OF TIME. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. DUE TO ANOMALIES IN SOURCE DATA, WE ARE CURRENTLY UNABLE TO OFFER DATA FOR TWITTER USE BY GENDER. **COMPARABILITY:** BASE CHANGES.



MOBILE

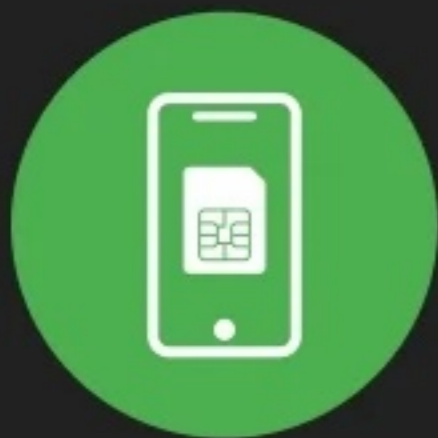
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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



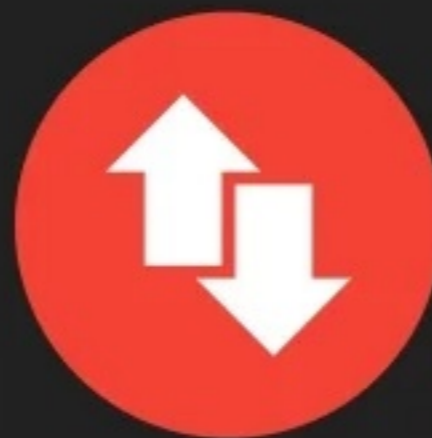
156.0
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



158.3%

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



-0.3%
-480 THOUSAND

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



72.6%



SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

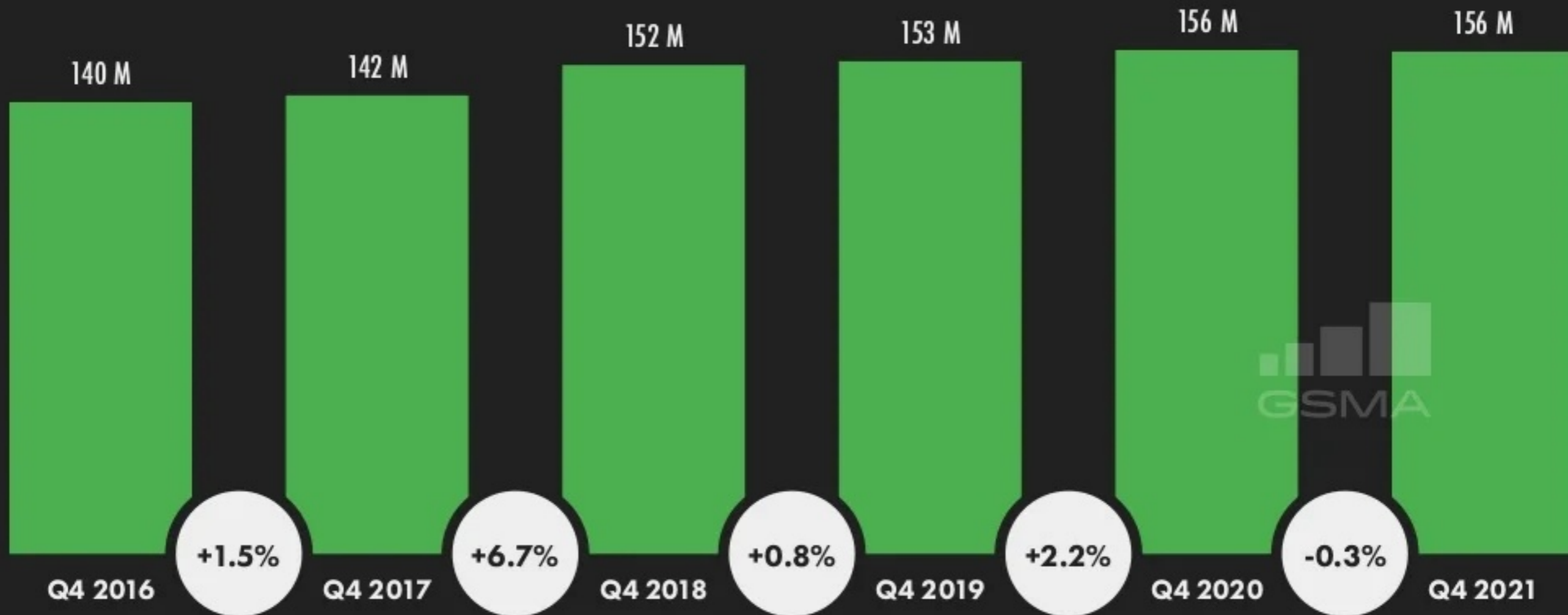
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE



VIETNAM



SOURCE: GSMA INTELLIGENCE. **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:** BASE REVISIONS. NUMBERS MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

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



VIETNAM

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

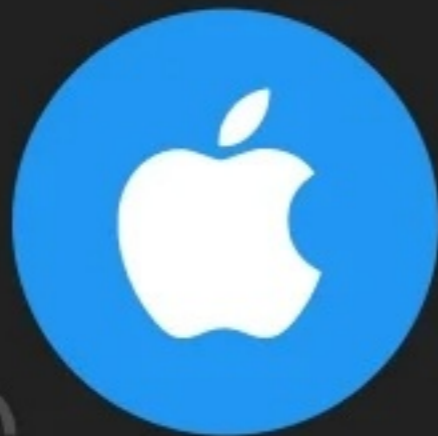


65.05%

YEAR-ON-YEAR CHANGE

+4.7% (+290 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



34.41%

YEAR-ON-YEAR CHANGE

-6.2% (-227 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



0.45%

YEAR-ON-YEAR CHANGE

+28.6% (+10 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

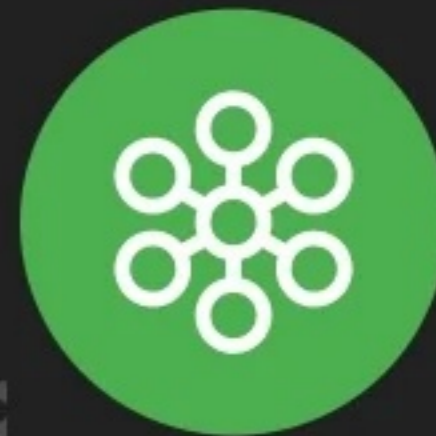


0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.09%

YEAR-ON-YEAR CHANGE

-89.0% (-73 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 NOVEMBER 2021. 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.

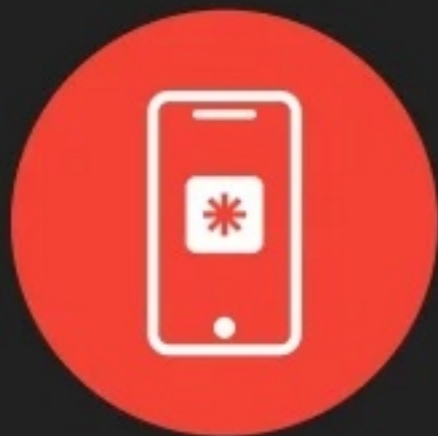
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MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN JANUARY AND DECEMBER 2021



TOTAL NUMBER
OF MOBILE APP
DOWNLOADS



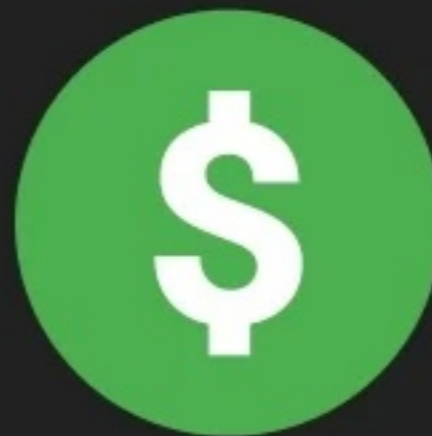
3.37
BILLION

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



+21%

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



\$416.0
MILLION

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



+44%

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](https://www.stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IO'S APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "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.

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APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021



#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	ZALO	VNG
03	FACEBOOK MESSENGER	META
04	SHOPEE	SEA
05	LAZADA	ALIBABA GROUP
06	TIKTOK	BYTEDANCE
07	ELECTRONIC HEALTH BOOK	VĂN PHÒNG BỘ Y TẾ
08	ZING MP3	VNG
09	GRAB	GRAB
10	INSTAGRAM	META

#	MOBILE GAME	COMPANY
01	ARENA OF VALOR	SEA
02	HAGO	JOYY INC.
03	FREE FIRE	SEA
04	PLAY TOGETHER	HAEGIN
05	PUBG MOBILE	TENCENT
06	MINI WORLD BLOCK ART	MINIWAN
07	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
08	BRAIN OUT	EYEWIND
09	MY TALKING TOM	JINKE CULTURE - OUTFIT7
10	MAGIC TILES 3	AMANOTES

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APP ANNIE APP RANKING: DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN JANUARY AND DECEMBER 2021



VIETNAM

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	TIKTOK	BYTEDANCE
03	ELECTRONIC HEALTH BOOK	VĂN PHÒNG BỘ Y TẾ
04	CAPCUT	BYTEDANCE
05	FACEBOOK MESSENGER	META
06	VSSID	VIET NAM SOCIAL SECURITY
07	SHOPEE	SEA
08	ZALO	VNG
09	BLUEZONE	CỤC TIN HỌC HÓA, BỘ THÔNG TIN VÀ TRUYỀN THÔNG
10	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	ARENA OF VALOR	SEA
03	PLAY TOGETHER	HAEGIN
04	8 BALL POOL	TENCENT
05	MINI WORLD BLOCK ART	MINIWAN
06	PUBG MOBILE	TENCENT
07	SMASH COLORS 3D	BADSNOWBALL
08	WORMSZONE.IO	AZUR INTERACTIVE GAMES
09	ROBLOX	ROBLOX
10	MAGIC TILES 3	AMANOTES

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APP ANNIE APP RANKING: CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN JANUARY AND DECEMBER 2021



VIETNAM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	BIGO LIVE	JOYY INC.
03	WESING	TENCENT
04	GOOGLE ONE	GOOGLE
05	FACEBOOK	META
06	TINDER	MATCH GROUP
07	VIEON	DZONES HUB
08	GALAXY PLAY	GALAXY PLAY JOINT STOCK COMPANY
09	HINOVEL	HIREAD
10	FPT PLAY	FPT CORPORATION

#	MOBILE GAME	COMPANY
01	MU: ACROSS TIME	37GAMES
02	ARENA OF VALOR	SEA
03	FREE FIRE	SEA
04	BE THE KING	CHUANG COOL
05	GENSHIN IMPACT	MIHOYO
06	RISE OF KINGDOMS	LILITH
07	PUBG MOBILE	TENCENT
08	EVONY	TOP GAMES
09	GOLDEN HOYEAH SLOTS	IGS
10	PLAY TOGETHER	HAEGIN

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE [STATEOFMOBILE2022.COM](https://www.stateofmobile2022.com) FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM E-COMMERCE OR MOBILE ADVERTISING.



ECOMMERCE

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FINANCIAL INCLUSION FACTORS

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



VIETNAM

ACCOUNT WITH A
FINANCIAL INSTITUTION



30.0%

FEMALE 29.5%
MALE 30.6%

CREDIT CARD
OWNERSHIP



4.1%

FEMALE 3.7%
MALE 4.6%

DEBIT CARD
OWNERSHIP



26.7%

FEMALE 27.3%
MALE 26.1%

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



3.5%

FEMALE 3.6%
MALE 3.4%

MADE OR RECEIVED DIGITAL
PAYMENTS IN THE PAST YEAR



22.7%

FEMALE 23.0%
MALE 22.5%

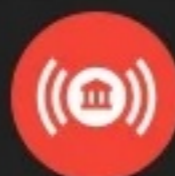
MADE A PURCHASE ON THE
INTERNET IN THE PAST YEAR



18.7%

FEMALE 19.8%
MALE 17.6%

USED ONLINE BANKING
IN THE PAST YEAR



9.2%

FEMALE 8.3%
MALE 10.3%

USED THE INTERNET TO
PAY BILLS IN THE PAST YEAR



6.5%

FEMALE 5.4%
MALE 7.8%



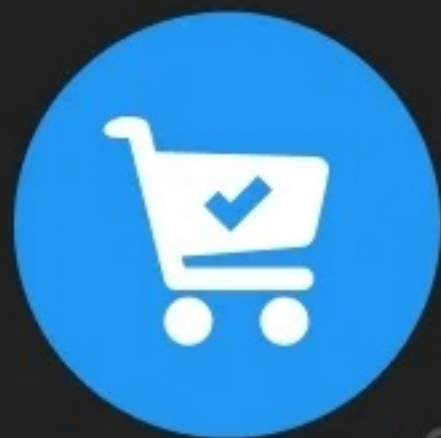
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WEEKLY ONLINE SHOPPING ACTIVITIES

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



PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

58.2%

ORDERED GROCERIES
VIA AN ONLINE STORE



27.3%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



16.5%

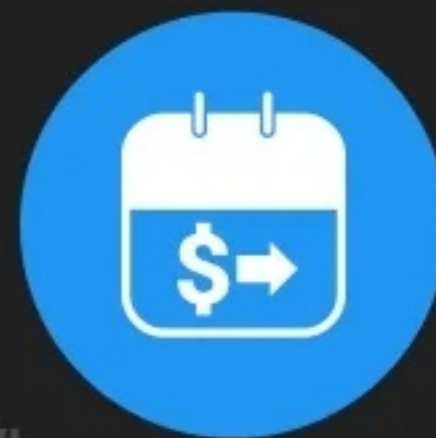
USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

23.9%

USED A BUY NOW,
PAY LATER SERVICE



15.7%

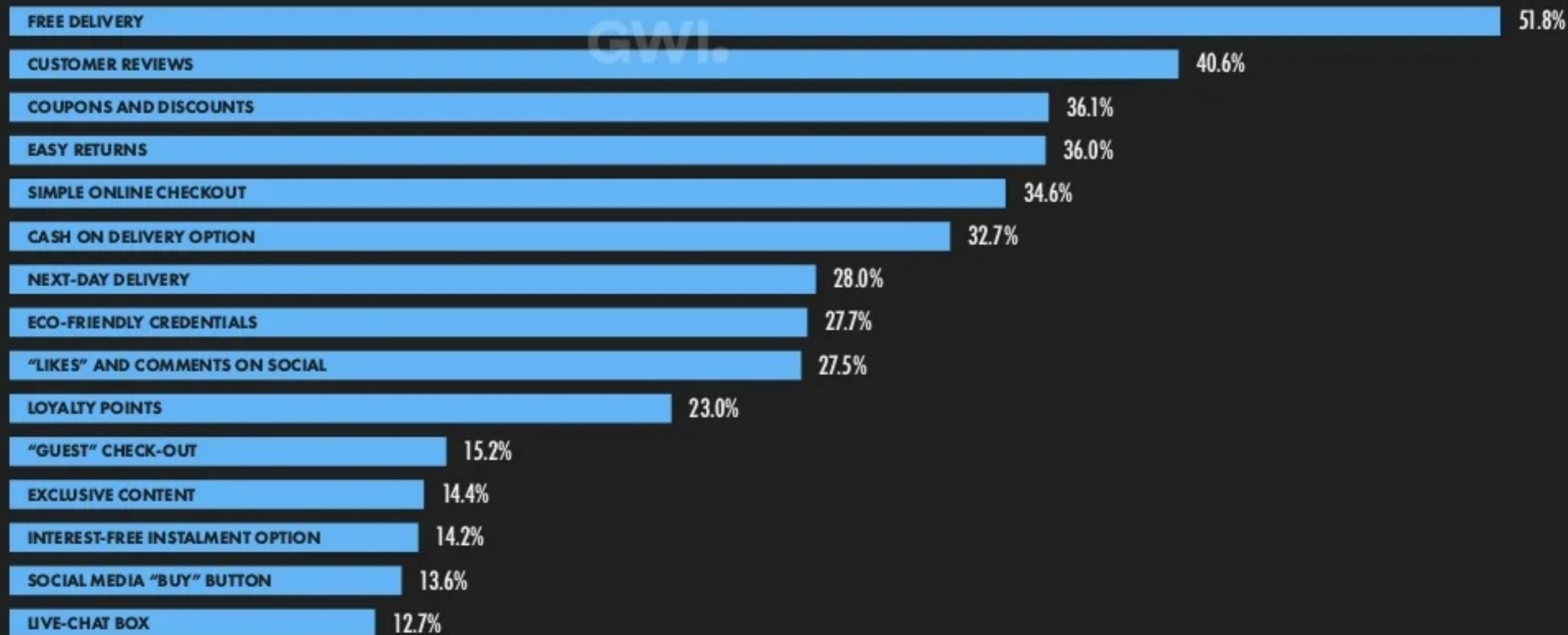
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ONLINE PURCHASE DRIVERS

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



VIETNAM



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OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



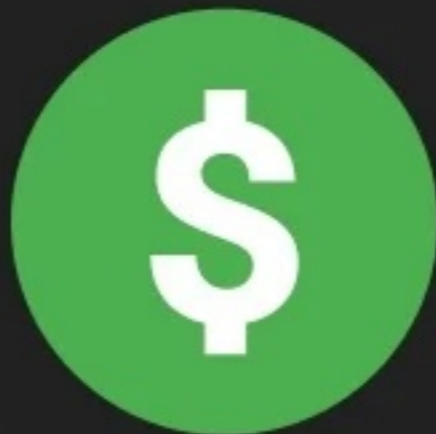
NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET



51.78
MILLION

YEAR-ON-YEAR CHANGE
+13.5% (+6.2 MILLION)

TOTAL ANNUAL SPEND
ON ONLINE CONSUMER
GOODS PURCHASES (USD)



\$12.42
BILLION

YEAR-ON-YEAR CHANGE
+35.4% (+\$3.2 BILLION)

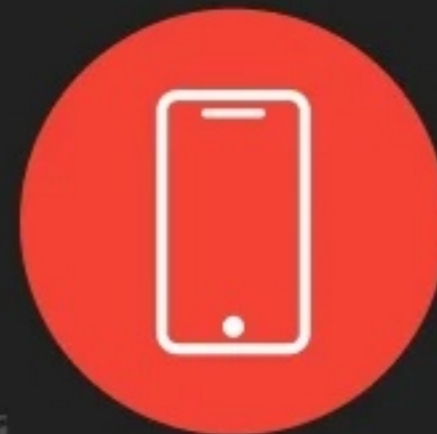
AVERAGE ANNUAL REVENUE
PER CONSUMER GOODS
ECOMMERCE USER (USD)



\$240

YEAR-ON-YEAR CHANGE
+19.2% (+\$38.68)

SHARE OF CONSUMER GOODS
ECOMMERCE SPEND ATTRIBUTABLE TO
PURCHASES MADE VIA MOBILE PHONES



50.2%

YEAR-ON-YEAR CHANGE
+2.6% (+129 BPS)

statista



statista

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, 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 AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



ELECTRONICS



**\$4.80
BILLION**

YEAR-ON-YEAR CHANGE
+29.7% (+\$1.1 BILLION)

statista

FASHION



**\$2.12
BILLION**

YEAR-ON-YEAR CHANGE
+39.4% (+\$601 MILLION)

KEPIOS

FURNITURE



**\$1.65
BILLION**

YEAR-ON-YEAR CHANGE
+28.5% (+\$366 MILLION)

statista

TOYS, HOBBY, DIY



**\$1.34
BILLION**

YEAR-ON-YEAR CHANGE
+43.7% (+\$408 MILLION)

PERSONAL & HOUSEHOLD CARE



**\$1.14
BILLION**

YEAR-ON-YEAR CHANGE
+29.9% (+\$262 MILLION)



FOOD



**\$803.5
MILLION**

YEAR-ON-YEAR CHANGE
+86.3% (+\$372 MILLION)

statista

BEVERAGES



**\$317.3
MILLION**

YEAR-ON-YEAR CHANGE
+50.7% (+\$107 MILLION)

KEPIOS

PHYSICAL MEDIA



**\$247.1
MILLION**

YEAR-ON-YEAR CHANGE
+13.8% (+\$30 MILLION)

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TOP GOOGLE SHOPPING QUERIES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SHOPPING SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



VIETNAM

#	SEARCH QUERY	INDEX
01	IPHONE	100
02	SAMSUNG	81
03	ĐIỆN THOẠI	66
04	DỊCH	47
05	OPPO	45
06	LAPTOP	35
07	LEGO	32
08	SHOPEE	31
09	GOOGLE	26
10	MÁY TÍNH	25

#	SEARCH QUERY	INDEX
11	VIVO	21
12	XIAOMI	20
13	ĐIỆN MÁY XANH	20
14	IPHONE 11	19
15	SAMSUNG GALAXY	16
16	THỜI TIẾT	15
17	MINECRAFT	15
18	ADIDAS	15
19	GOOGLE DỊCH	15
20	IPHONE 7	15

SOURCE: GOOGLE TRENDS, BASED ON GOOGLE SHOPPING SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. **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 TIME PERIOD.

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ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)



VIETNAM

FLIGHTS



**\$858.7
MILLION**

YEAR-ON-YEAR CHANGE
-0.8% (-\$7.1 MILLION)

statista

CAR RENTALS



**\$187.5
MILLION**

YEAR-ON-YEAR CHANGE
-1.8% (-\$3.5 MILLION)



TRAINS



**\$71.08
MILLION**

YEAR-ON-YEAR CHANGE
+55% (+\$25 MILLION)

statista

LONG-DISTANCE BUSES



**\$64.57
MILLION**

YEAR-ON-YEAR CHANGE
+18% (+\$9.7 MILLION)

HOTELS



**\$504.0
MILLION**

YEAR-ON-YEAR CHANGE
+38% (+\$139 MILLION)



PACKAGE HOLIDAYS



**\$305.5
MILLION**

YEAR-ON-YEAR CHANGE
+63% (+\$119 MILLION)

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VACATION RENTALS



**\$70.11
MILLION**

YEAR-ON-YEAR CHANGE
+6.3% (+\$4.2 MILLION)



CRUISES



**\$131
THOUSAND**

YEAR-ON-YEAR CHANGE
+76% (+\$57 THOUSAND)

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DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS



VIETNAM

TOTAL



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\$552.1
MILLION

YEAR-ON-YEAR CHANGE
+23.1% (+\$104 MILLION)

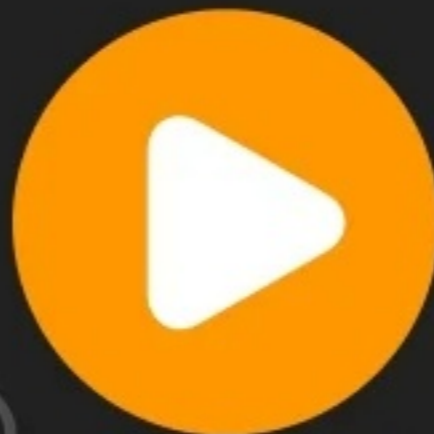
VIDEO GAMES



\$280.1
MILLION

YEAR-ON-YEAR CHANGE
+21.2% (+\$49 MILLION)

VIDEO-ON-DEMAND

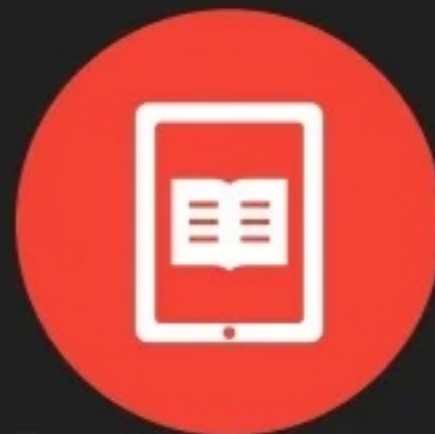


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\$208.6
MILLION

YEAR-ON-YEAR CHANGE
+28.6% (+\$46 MILLION)

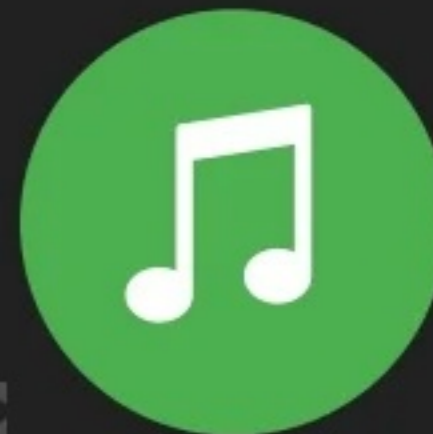
EPUBLISHING



\$42.68
MILLION

YEAR-ON-YEAR CHANGE
+13.0% (+\$4.9 MILLION)

DIGITAL MUSIC



\$20.68
MILLION

YEAR-ON-YEAR CHANGE
+19.1% (+\$3.3 MILLION)

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2022

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES



VIETNAM

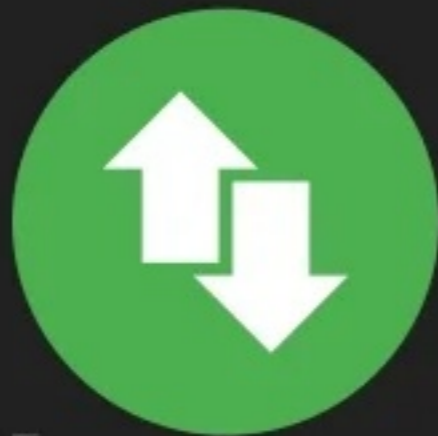
NUMBER OF PEOPLE
ORDERING FOOD DELIVERY
VIA ONLINE PLATFORMS



statista

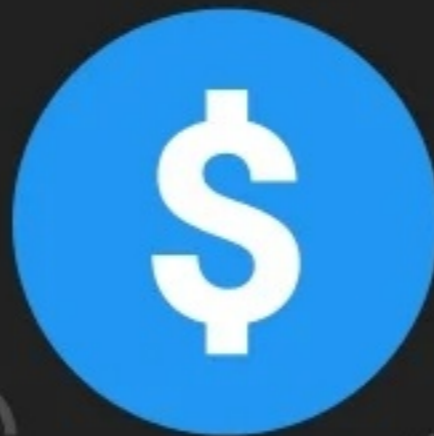
12.23
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
FOOD DELIVERY USERS



+17.5%
+1.8 MILLION

TOTAL ANNUAL VALUE
OF ONLINE FOOD
DELIVERY ORDERS (USD)



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\$371.8
MILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF ONLINE
FOOD DELIVERY ORDERS



+20.0%
+\$62 MILLION

AVERAGE ANNUAL VALUE
OF ONLINE FOOD DELIVERY
ORDERS PER USER (USD)



\$30.39
YOY: **+2.1%**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. 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 AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



VIETNAM

NUMBER OF
PEOPLE MAKING
DIGITAL PAYMENTS



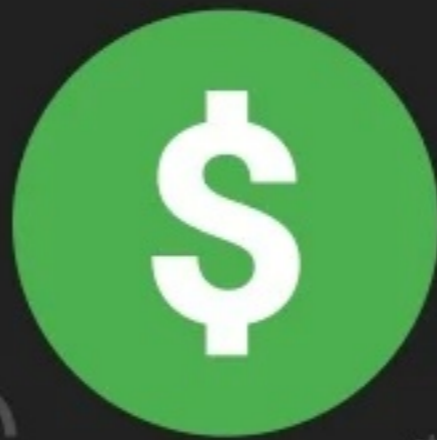
51.78
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
MAKING DIGITAL PAYMENTS



+13.5%
+6.2 MILLION

TOTAL ANNUAL VALUE
OF DIGITAL PAYMENT
TRANSACTIONS (USD)



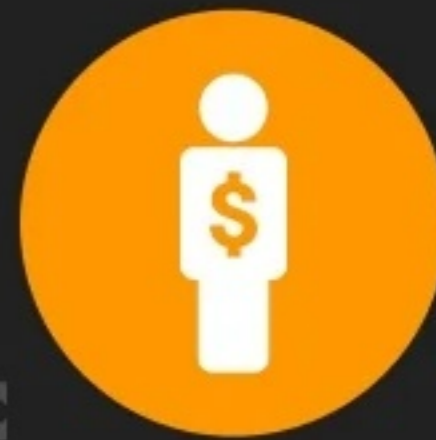
\$14.38
BILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF DIGITAL
PAYMENT TRANSACTIONS



+26.7%
+ \$3.0 BILLION

AVERAGE ANNUAL VALUE
OF DIGITAL PAYMENTS
PER USER (USD)



\$278
YOY: +12%

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SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2021, 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.



DIGITAL MARKETING

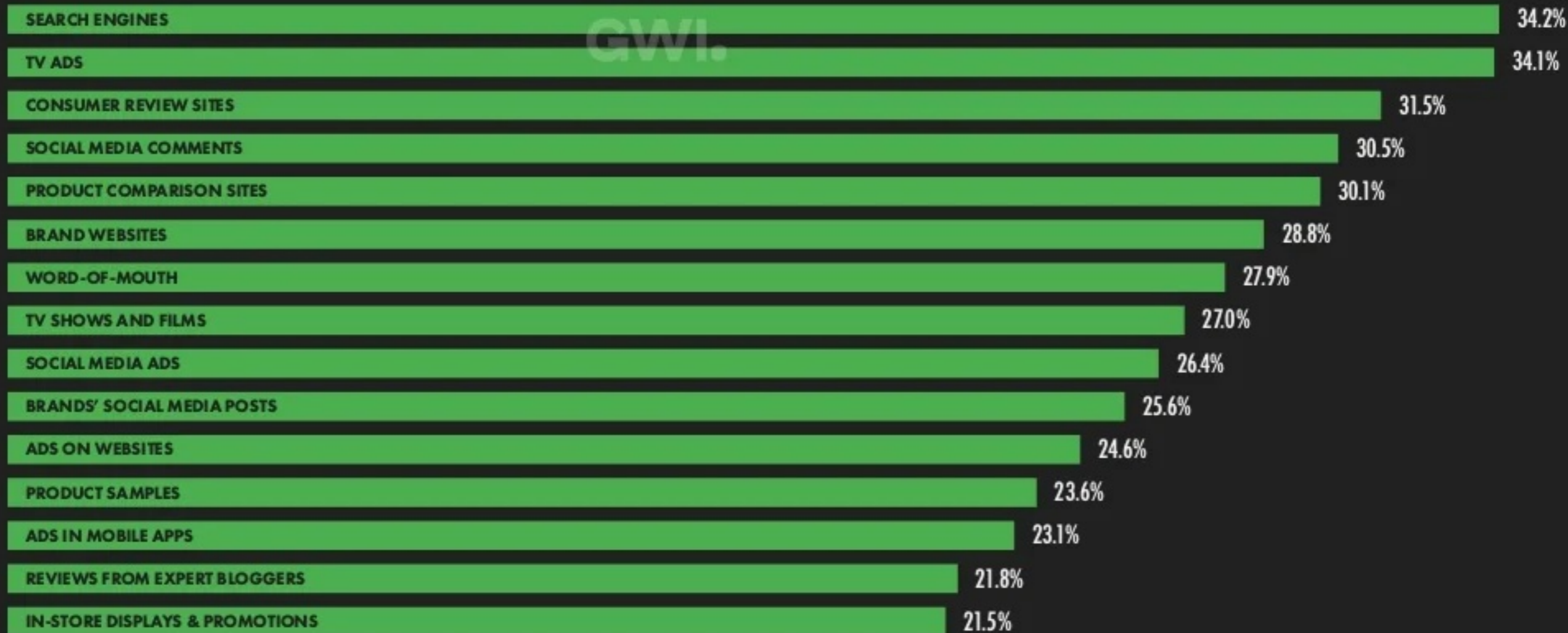
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SOURCES OF BRAND DISCOVERY

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



VIETNAM



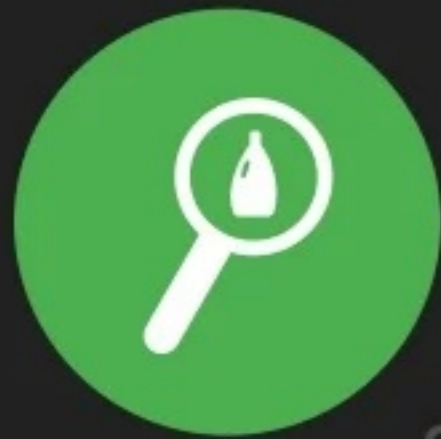
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ENGAGEMENT WITH DIGITAL MARKETING

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



RESEARCH BRANDS
ONLINE BEFORE
MAKING A PURCHASE



GWI.

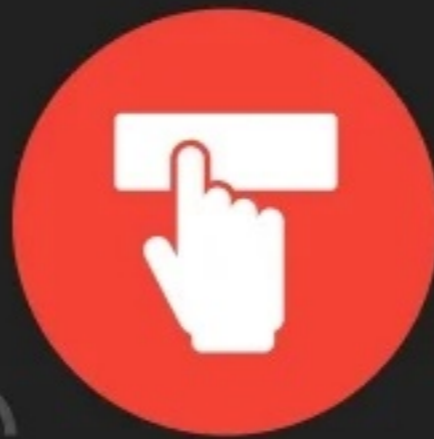
57.1%

VISITED A BRAND'S
WEBSITE IN THE
PAST 30 DAYS



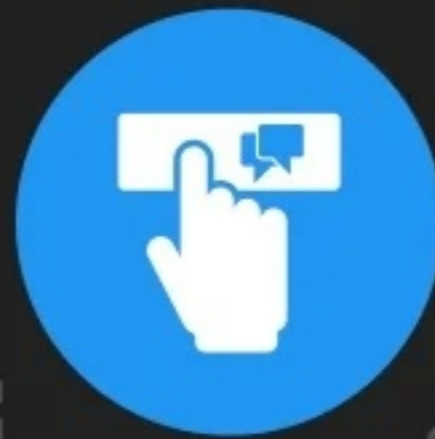
46.9%

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



17.0%

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



GWI.

20.7%

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



16.1%

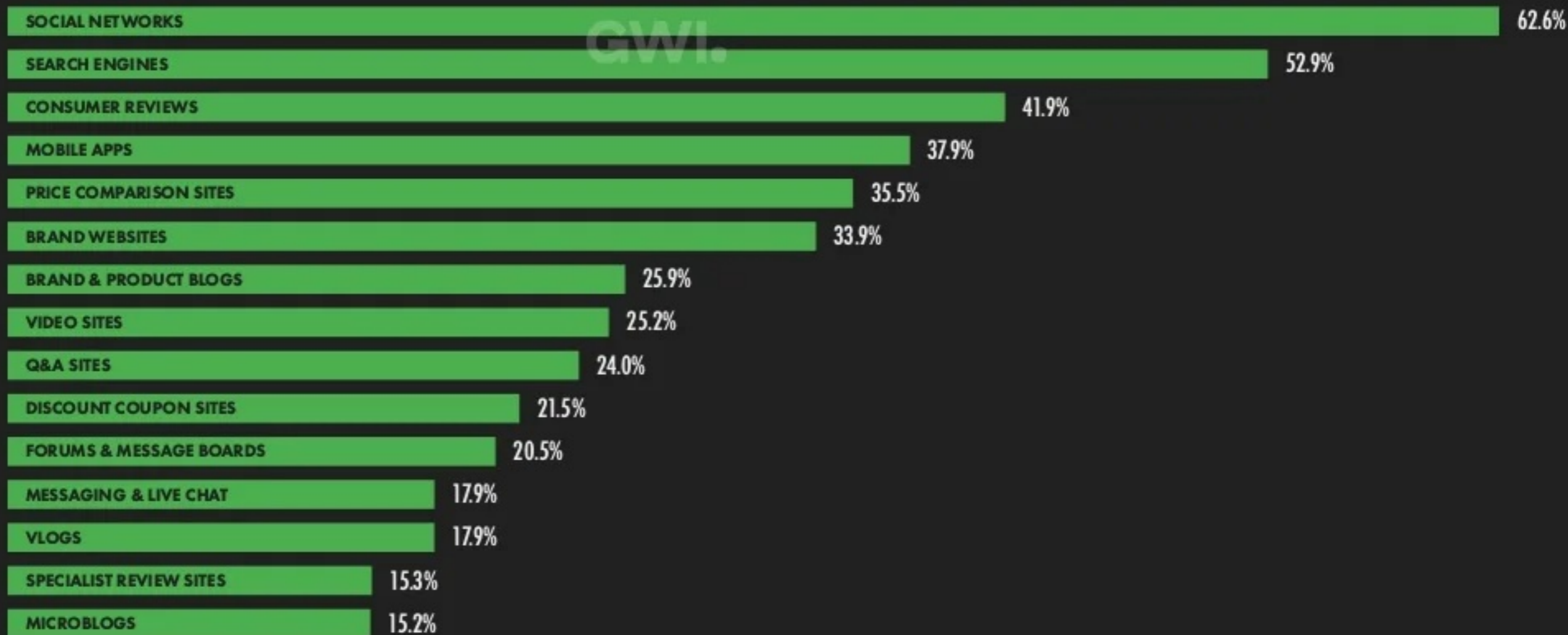
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

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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VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)



VIETNAM

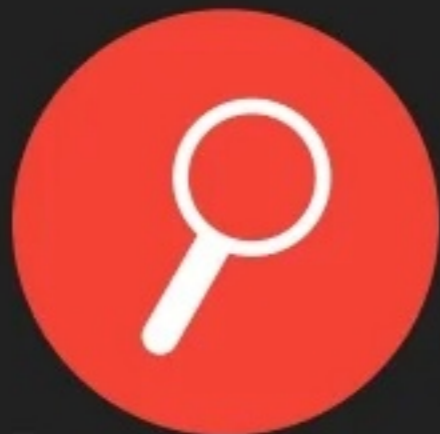
TOTAL



\$812.9
MILLION

YEAR-ON-YEAR CHANGE
+23.2% (+\$153 MILLION)

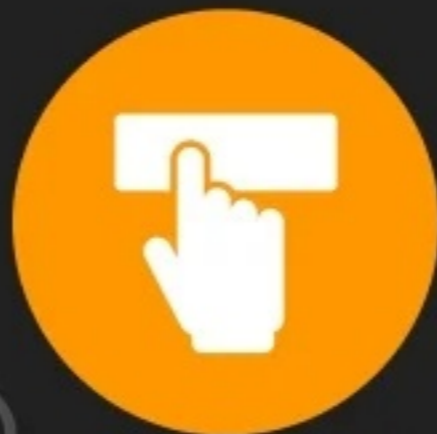
SEARCH ADS



\$360.9
MILLION

YEAR-ON-YEAR CHANGE
+40.8% (+\$105 MILLION)

BANNER ADS



\$368.6
MILLION

YEAR-ON-YEAR CHANGE
+11.8% (+\$39 MILLION)

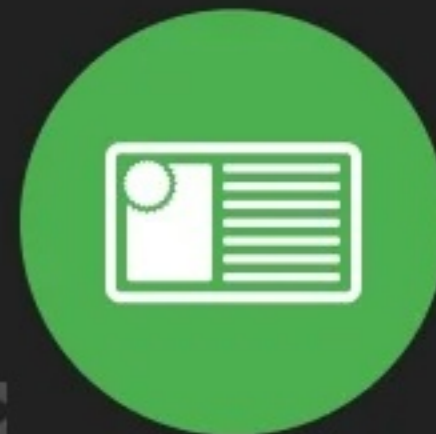
VIDEO ADS



\$43.70
MILLION

YEAR-ON-YEAR CHANGE
+23.1% (+\$8.2 MILLION)

CLASSIFIEDS



\$39.66
MILLION

YEAR-ON-YEAR CHANGE
+2.7% (+\$1.0 MILLION)

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SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET



SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



54.6%

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



-7.8%
-462 BPS

ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



\$443.7
MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+13.6%
+\$53 MILLION

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KEPIOS

we are social

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. 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.

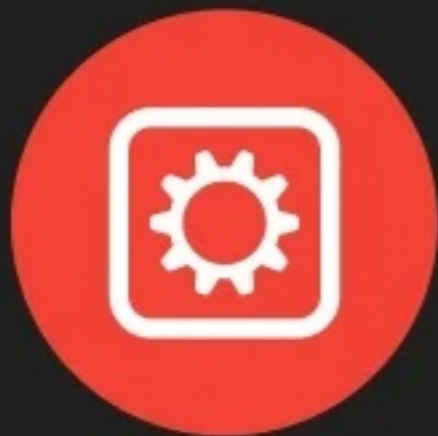
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PROGRAMMATIC ADVERTISING OVERVIEW

SHARE OF DIGITAL ADVERTISING FULFILLED VIA PROGRAMMATIC TECHNOLOGIES



PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



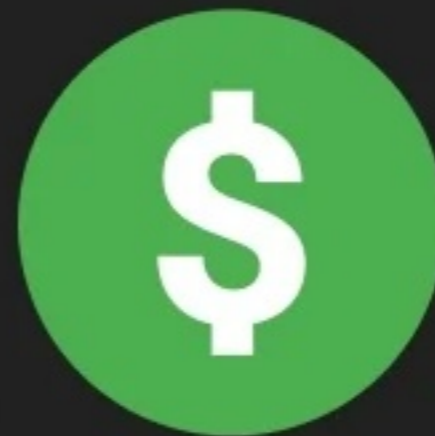
97.3%

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



+1.0%
+96 BPS

ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$791.1
MILLION

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



+24.4%
+\$155 MILLION

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SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. 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.



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we
are.
social

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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