Welcome to the second edition of Year in Search: Vietnam's Search for Tomorrow.

Over the past year, Vietnam welcomed 38 million new digital consumers, with more than half coming from non-metro areas. In our 2020 ‘Vietnam’s Search for Tomorrow’ report, we explored how more people across the country were adopting digital-first lifestyles more than ever before. 2021’s edition shows that these behavioral changes are here to stay.

Understanding consumers is the foundation of every marketer’s role. But how do you begin making sense of the billions of searches that happen every year? Our 2021 Year in Search: Vietnam’s Search for Tomorrow report uses Vietnam’s anonymized search data to identify the top five consumer trends that will help guide your marketing strategy into the next year.

Explore these trends and insights that stood out:

1. Digital mainstreamed
From shopping to services, Vietnamese people are choosing digital-first lifestyles to benefit from the online world’s speed, convenience, and price.

2. Lives reexamined
Given the extended pandemic, Vietnamese people are reevaluating their lifestyles and finding new ways to seek greater comfort and ease in their lives.

3. Bridges distancing
While digital social distancing kept us apart, especially last summer, Vietnamese people sought new ways to express themselves and cultivate deeper, ongoing relationships, both online and offline.

4. Truth seekers
With the rise of information and fake news, Vietnamese people are becoming more proactive about seeking out the truth, checking the facts, and evaluating brands for trustworthiness.

5. Growing inequalities
The pandemic has affected us differently. Whether it’s access to finance, information, or basic goods and services, Vietnamese people are turning to the internet to overcome their varying challenges.

On top of these key consumer themes, we also provide a closer look into specific industries in these reports: Health & Beauty, Finance, Food & E-commerce, and Shopping.

Let’s learn from 2021 — because we need to look back in order to move forward.

From marketers to marketers.

From us to you.

Tammy Thi Phan
Country Head of Marketing
Vietnam, Google APAC
If 2020 saw millions of consumers engage online, 2021 shows the
enormous power of digital. From streaming services, online shopping,
consumer electronics, and even banking, tech-savvy consumers have
begun using digital platforms. This is as consumers have experienced
the convenience and ease of the digital world and have started
embracing digital-first lifestyles, with diversity of product offerings,
and delivery services are reaching more consumers who have grown
more comfortable with the digital

After 2020, businesses are now
embracing digital. Rising searches in the online world but also taken the plunge to integrate technology into the digital world. The staying power of digital formats continues to gain momentum as consumers who may have begun their online journey due to necessity are now practically deepening their

even more. We see a rise in search interest for
tác dụng (benefits of) as people compare the benefits of different products.

In 2021, Vietnamese consumers have seen eight million new digital
banking online (online banking) openings. More than half of digital payments in the next one to two years
to merchants anticipate more than half of their sales to come from
e-commerce. As new users come online, businesses are evolving their digital
strategies to meet them there. Growing searches across APAC
are showing businesses seeking to understand more about digital
transformation strategies and online inventory management,
showing a preference for digital formats.

As new users come online, businesses are evolving their digital
worlds, pushing online by the pandemic. The rise in users pushed online by the pandemic meant that brands had to adapt and
Digitization has taken off, and live commerce is expanding its
capabilities. What we previously saw as
new users,

Online-first shopping experiences
are also seeing this.

Digital-first lifestyles
are winning over consumers for their
daily lives, as well as experimenting with new digital
brands and choices.

Today, almost half of APAC consumers surveyed see no reason
to go in-store if they can buy what they need online. Rising

preferences for digital formats
are also being aided by the growth of digital payments.
2021 showed the migration online

1,250% in Vietnam as people conduct online research
before committing to a product or service.

+1250%
Digital transformation has reshaped the landscape of customer experiences. What started as an action-driven strategy in response to unforeseen circumstances is now being overtaken by four dominant trends.

1. **From Offline to Online**: The shift to online as a preferred channel for shopping has accelerated significantly. Brands that were initially reluctant to embrace digital-first strategies are now embracing the change. This has led to higher customer satisfaction and brand loyalty. For example, Unilever Philippines utilized Google's conversational AI to create a customized chatbot that provides call routing.

2. **From Physical to Digital**: The live digital event at the top of the YouTube homepage has become a go-to destination for brands to reach their audiences. Masthead enables you to work with creators and maximize the reach of your brand. L'Oreal Vietnam embraced Search, YouTube, and Display to reach customers beyond physical borders, like how expanded automation behind Smart Approach that made full use of YouTube inventory and the platform to drive sales became more sustainable. Our Smart Shopping Return on Investment was constantly above 200%, which outperformed last year's traditional ad spend, making sales become more sustainable. Our Smart Shopping Return on Investment was constantly above 200%.

3. **From In-store to Online**: Curbside pickup has become a popular choice for shoppers who want to avoid waiting in lines or carrying heavy bags. Every day, the brand also runs TikiNOW, a two-hour delivery service subscription, to mirror the instant fulfillment shoppers get from an in-store shopping experience and make online shopping even more convenient.

4. **From Traditional to Digital-First**: Traditional advertising, like television commercials, is slowly being replaced by digital-first engagements. At first, many brands responded to the initial rush online by finding flexibility in existing marketing strategies to solve for pandemic-related challenges. Now, the prefer digital-first engagements. For example, a live chat function can personalise shopping journeys and create touchpoints that differ from person to person.

In the new normal, brands need to innovate across functions, test new assumptions, and form an omnichannel ecosystem that doesn't just entail showing up online but being there in a way that is relevant and engaging for the audience. An omnichannel ecosystem doesn't just entail showing up online but being there in a way that is relevant and engaging for the audience. It requires an integrated, cross-functional approach that focuses on seamless online-offline experiences for every consumer. Brands need to use consumer insights and best practices to inform their digital strategies and tailor them to the latest audience reach and or audience reach and effectiveness and shopper engagement.

What many leaders feared, and the pandemic confirms, is that their companies were organized for a world that is no longer possible. With the magnitude of the shift to online as a preferred channel for shopping, brands need to reevaluate their strategies and focus on delivering relevant, engaging experiences that meet the needs of today's customers.

As more YouTube creators go live to review products and discuss their shopping hauls, live streaming is becoming increasingly popular. According to Accenture's Global Consumer Pulse Research, 61% of consumers are interested in live streaming opportunities, even allowing you to broadcast your product demonstrations.

Connect and innovate the shopping experience, both online and offline, to meet the needs of today's customers. Embrace the latest digital tools and technologies to provide personalized experiences that keep customers engaged and loyal. From offline to online, from physical to digital, from in-store to online, and from traditional to digital-first, the future of commerce is here.
Consumers today view wellness through a broader lens, valuing physical, emotional, and mental health. As people reevaluate their lives, searches are showing how people are taking stock of their lives and assessing how closely their choices are aligning with what matters most to them.

- **Investment in Health:** People are learning how to invest. Search interest in *chứng khoán* (stocks) grew by over 106%, with the rural population demonstrating a particularly keen interest in investing.

- **Home and Living:** With people in Vietnam increasingly accepting a permanent blended way of living, we see a growth of over 20% in the search for *bảo hành* (warranties), with a corresponding increase in search interest in room decoration.

- **Wellness and Self-care:** As people reflect on and evaluate their core values and lifestyle in the context of the abrupt disruptions of their lives and finances, there is a need for them to comfort and ease their lives, and attach the focus of the time to the value that matters most to them.

- **Personal Reflection:** There has been a 91% growth in search interest in vitamins as people become more conscious of their health.

- **E-commerce and Discounts:** Shopee discount code searches are showing how people are taking this opportunity to reimagine their domestic spaces.

- **Financial Well-being:** The changing core values and priorities of people are often powerful indicators of how they will behave as consumers.

- **Remote Work:** It's not just customers that businesses need to care about. Given the latest wave of young professionals entering the workforce in APAC, employers need to reassess their careers and retain top talent. Signs point to a semi-remote future of work. According to the ECA International report, 67% of businesses in the UK are taking the opportunity to restructure their office environments, with 35% planning to make permanent changes to their workspaces. People have endured many waves of change globally and locally, and it has inspired them to reevaluate what was important to them in life, with the most significant shifts in priority toward their approach to finance and savings, time with loved ones, and a greater prioritization of how they will behave as consumers.

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Your brand is back on the table: Gain and retain

Gain and retain your brand is back on the table:

MARKETING IMPLICATIONS

1. Ensure your brand makes the list as consumers reassess their options.

Today, as shoppers in APAC look for the brands that best align with their new values, the time is right to build an end-to-end approach to your brand strategy. To own your brand, ensure that it is top-of-mind in consumers' minds, allowing your brand to start to pop.

2. Don’t overlook your internal stakeholders.

Don’t overlook your internal stakeholders. Employee empowerment and confidence are crucial to driving purpose and growth in your brand. Outside of your brand representatives, your employees are your most critical stakeholders.

3. Use direct-to-consumer strategies to own your brand presence and experiences.

Use direct-to-consumer strategies to own your brand presence and experiences. With more consumers seeking out brands that provide authenticity and emotional connection, it’s vital to embrace direct-to-consumer strategies.

4. Don’t overtrust your data.

Don’t overtrust your data. The data-driven and agile experimental approach helps their marketing strategies stay relevant. As the industry evolves and data becomes more accessible, it’s essential to empower your employees to use data to make informed decisions.

5. Recognize the importance of purpose beyond pay.

Recognize the importance of purpose beyond pay. By embracing experimentation to learn and evolve your platforms to make your brand more relevant and helpful, your employees can help drive brand value.


Brains matter. When consumers research, they don’t just reevaluate their options; they also reevaluate their choices. It’s essential to integrate your employees into your marketing strategies, using their unique insights to help drive growth.

7. The next decade will be defined by the recovery.

The next decade will be defined by the recovery. As people emerge from the pandemic with updated needs and true needs, businesses need to stay curious and cultivate a desire to innovate. By embracing purpose beyond pay, you can help your employees make your brand truly great.


Google commissioned Ipsos COVID-19 tracker to understand what works—and, more importantly, what doesn’t. By embracing experimentation to learn and evolve your platforms, you can help your employees make your brand truly great.

9. Global Web Index Core, Sample Size by Country: All (n=3,919 internet users aged 16-64), ID (n=656), MY (n=651), PH (n=655), SG (n=650), TH (n=656), VN (n=651), April 2021.

In 2020, the pandemic kept countless people physically apart, and consumers quickly found ways to adapt. But in 2021, we saw the sense of separation deepen. As a result, consumers moved beyond finding brief moments of connection, finding new ways to express themselves and cultivate deeper, ongoing relationships, both online and offline.

As new COVID-19 variants emerge, it’s clear that the pandemic isn’t quite over yet. COVID-19 is still a top concern for people and consumers in Asia Pacific, remaining high in India, Japan, South Korea, and Vietnam. And while there may be more social distancing, searches for services to help maintain mental health and wellbeing have seen a significant rise.

In marketing, we often say the medium is the message. But that doesn’t mean that a channel should do all the hard work for you. How are you ensuring you’re reaching the human behind every channel strategy? More importantly, what can you do as a brand to help facilitate better, deeper, more meaningful relationships for your consumers?

One example is how people have started to adapt the way they express their affection. In lieu of physical touch or time spent together, people are searching for gifts they can send their loved ones, and inspiration for the right words to wish them a happy birthday or anniversary.

As the world grows more dependent on digital technology to form meaningful human connections, brands need to move on from thinking of digital platforms as purely functional channels or just an online front-end. Instead, consider how you can get longer-term value out of connecting meaningfully with your customers online.

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People are searching for the online equivalent of offline experiences, with searches for virtual games such as Kahoot seeing over 61% growth. This is in line with the observed growth in search interest in sinh nhật (birthday) has grown by over 14% as Vietnamese look for activities to enjoy with friends online.

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Faced with physical distancing caused by the pandemic, people have sought out the ways to continue to do their usual activities. Drawing from consumer sentiment data, it’s clear that companies who can deliver on their promises can build customer loyalty.

**1. Build customer love and loyalty by consistency delivering at each touchpoint.**

Leverage the emotional power of digital to provide timely, accurate, and relevant information across your organic paid communication channels. Research shows how the consumer’s path to purchase is driven by emotions.

At each and every touchpoint, shoppers want to feel empowered, and will reward brands that help them make decisions.

In December 2020, PONDS started to integrate its Skin Advisor Live chatbot into its Shopee storefront. The AI chatbot offers on-demand skincare analysis and recommends effective products which customers can purchase directly on Shopee. This feature has launched across Indonesia, the Philippines, Thailand, and Vietnam.

**2. Tap into the value of virtual to augment real-world experiences.**

Not everyone prefers in-person experiences, especially during a pandemic. Consider the value of virtual to complement or enhance physical experiences, allowing the freedom of choice between online or offline events.

To celebrate the Mid-Autumn Festival in Vietnam and keep traditions alive despite COVID-19 restrictions, snack company released an AI-based genealogy platform that aimed to deepen family bonds by bringing people’s old photos to life. The augmented reality experience enabled users to see their ancestors smile, blink, and turn their heads in the photos.

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Inevitably, brands who can provide on-demand solutions and meaningful experiences will thrive in the digital age. To navigate your way forward, consider the emotional value of digital in your 2022 strategies:

- **Invest in ad creatives that can connect and inspire.**

Your advertising efforts can be a key lever to build emotional connections and simultaneously drive campaign performance. In fact, one of the biggest wins in an invest and 2003 (30-second ads) across media platforms and especially so on digital.

To bring your brand and products to life, ensure your ads appeal to your brand’s customers and help them navigate everyday life online.

In 2020, Google’s Project Starline is a new 3D imaging technology that combines advances in hardware and software to enable friends, families, and coworkers to feel like they’re together even when they’re apart.

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Check out to deliver trends and perform in a privacy-safe way and learn what industry onsum ba data Google Cloud Carbon Footprint. AP55%

All Sources: 'Recycle Me'

In September 2021, Coca-Cola Vietnam started including a consider the. Through brands accountable to their claims, earning and keeping trust corners. As consumers feel increasingly empowered to hold When it comes to building trust, brands cannot afford to cut the site is secure. Google's also helps whether the source is trusted and whether a user's connection to provides details about a website before users visit it, including...
While everyone's way of life has shifted this past year, the pandemic hasn’t affected everyone the same way. It not only exposed existing inequalities, but accelerated them. People are turning to the internet for help: whether they’re existing online users who boost financial woes, or newcomers with more basic needs, consumers are searching for ways to overcome the challenges they face.

As APAC experiences high unemployment rates,30 consumers are searching for different ways to alleviate economic pressures. For lower income households, experience a higher concentration of job losses2 and lower income households experienced a higher concentration of vulnerability in society have been disproportionately hit. The pandemic has played a role in exacerbating them, and the most vulnerable societal fractures along the lines of wealth, race, and gender.

To overcome these inequalities, people are searching online for ways to tide them over in an uncertain year. Continuing from 2020, searches reveal this nascent trend, digital solutions to help themselves and their communities. Their needs have already experienced.

The general APAC region is still lagging behind the global stage of exploration and awareness growing in APAC. Unsurprisingly, the region with the most digital users, Vietnam, saw a 45% growth in search interest in online loan (vay tiền online) as people look for greater access to funding amidst the pandemic.

In the need for financial support, an Airtame survey highlights how APAC consumers are exploring ways to balance it. During a year of struggle, 59% of Vietnamese search for more financial support amidst the pandemic. Among these, 27% turn to online loans.

People recognize that these societal inequalities cannot be solved by governments and nonprofits alone. The expectation is now also on brands to help drive meaningful change.27 Perceived to be more ethical and competent,28 businesses are uniquely positioned to boost customer loyalty and trust by accelerating vernacular, voice, and video solutions.26

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Finding familiarity through local language

New consumers who browse the internet in their native language are on the rise. In Vietnam, 59% of consumers who search for financial support do so in their native language, compared to just 25% online.

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**MARKETING IMPLICATIONS**

1. Take a bigger stand!

   - Brands that take a stand get a giant boost in trust. This requires a more global and inclusive marketing approach that connects with consumers regardless of their language, literacy levels, or accent. Google's (MUM) has the potential to break down language barriers by transferring knowledge across languages.

   - MUM can learn from sources in a foreign language and helps close technical sharing, learning, and collaboration. This equality in information is essential for economic growth and societal change.

2. Engage your global audience with a full language experience that prevents language from being a barrier.

   - Recognizing that 93% of the world's population speaks a language other than English, Google's Multitask Unified Model (MUM) can help. MUM is a large language model that can understand and generate human-like text in over 100 languages. It is designed to answer questions, consider the context of conversations, and generate text.

   - In 2020, Starbucks announced the launch of their Sign Language app, the first-ever voice app translation platform. It's designed to translate 20+ languages, making it easier for deaf and hard-of-hearing customers to communicate. The app uses Google's MUM and is a testament to how technology can bridge communication gaps.

3. Understand the impact of your marketing efforts.

   - Look at your engagement metrics as indications of how your brand is perceived, and think beyond metr o areas. It's crucial to engage with the teams you build and the stories you tell. Get inspired by the success stories of brands that are making a difference.

   - Consumer research suggests that only 37% of consumers expect brands to act beyond their product or business, but 40% of consumers support brands that focus on making the world a better place.

4. Keep in mind that your quest for operational efficiency and digital transformation isn't leaving some of your customers behind. Not least the onboarding experience for customers, but also potential drop-off points, you can get insights on how to improve.

   - Online platforms or services are used. By paying attention to how people use these platforms, you can understand pain points and areas for improvement.

5. It's time to redefine success in business and build for a more inclusive world.

   - Consumers are drawn to brands that focus on the "we" over the "me". Brands that focus on making the world a better place are more likely to be trusted and more likely to be successful.

   - According to the Edelman Trust Barometer Special Report, 2021, 86% of consumers expect brands to act beyond their product or business, and 5% believe that brands should be responsible for wider social issues.

   - Research indicates that 4.5x more likely if it takes on racism regardless of literacy levels. Consumers and employees are increasingly looking for brands that focus on the "we" over the "me".

6. Address human rights and 3.5x more likely if it takes on racism. An inclusive marketing approach is essential for addressing human rights and systemic health inequities.

   - Consumers and employees expect brands to act beyond their product or business. Brands that take a stand get a giant boost in trust.

   - Engage your global audience with a full language experience that prevents language from being a barrier. MUM can help bridge communication gaps through technology such as voice assistance and sign language.

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