Across Vietnam, consumers are favoring new choices when it comes to managing their money. They are turning to search to educate themselves on financial issues, to evaluate financial options and to research health concerns and the digital financial services that are now available.

According to Google Trends, the most common trigger for credit card research is when there is a change in financial circumstances. There is also a sudden interest in online touchpoint, with 47% of respondents saying they buy health insurance online to avoid scams.

People are educating themselves on financial issues and checking the credibility of the options they are looking at. This has resulted in a significant increase in credit card opening, up 47% Y-o-Y, and a 66% Y-o-Y increase in credit card usage.

In addition, life insurance online has also increased significantly, up 5% Y-o-Y, and 29% YoY increase in life insurance research. This has been driven by consumers looking for trusted online resources to provide the information and online solutions they seek, especially during uncertain times.

According to Kantar's research, the most common trigger for credit card research is when there is a change in financial circumstances. There is also a sudden interest in online touchpoint, with 47% of respondents saying they buy health insurance online to avoid scams.

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