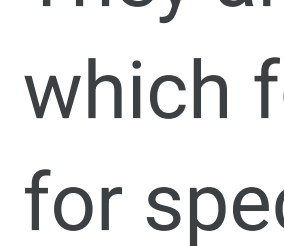


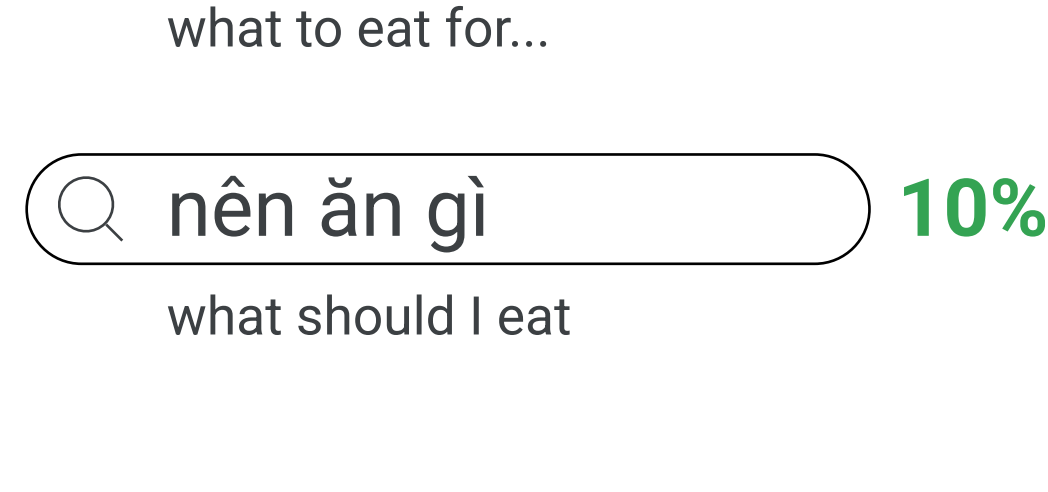
# Food and Groceries

Good nutrition has always been important, but people across Vietnam have realized that what they eat and drink could affect their body's ability to prevent, fight and recover from illnesses. They are also spending more time in the kitchen to take their culinary skills up a notch.



Vietnamese are increasingly becoming conscious about their diet.

They are looking to understand which foods they should eat for specific benefits...



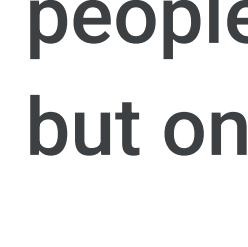
what should I eat

...and searching for healthier food and beverages.

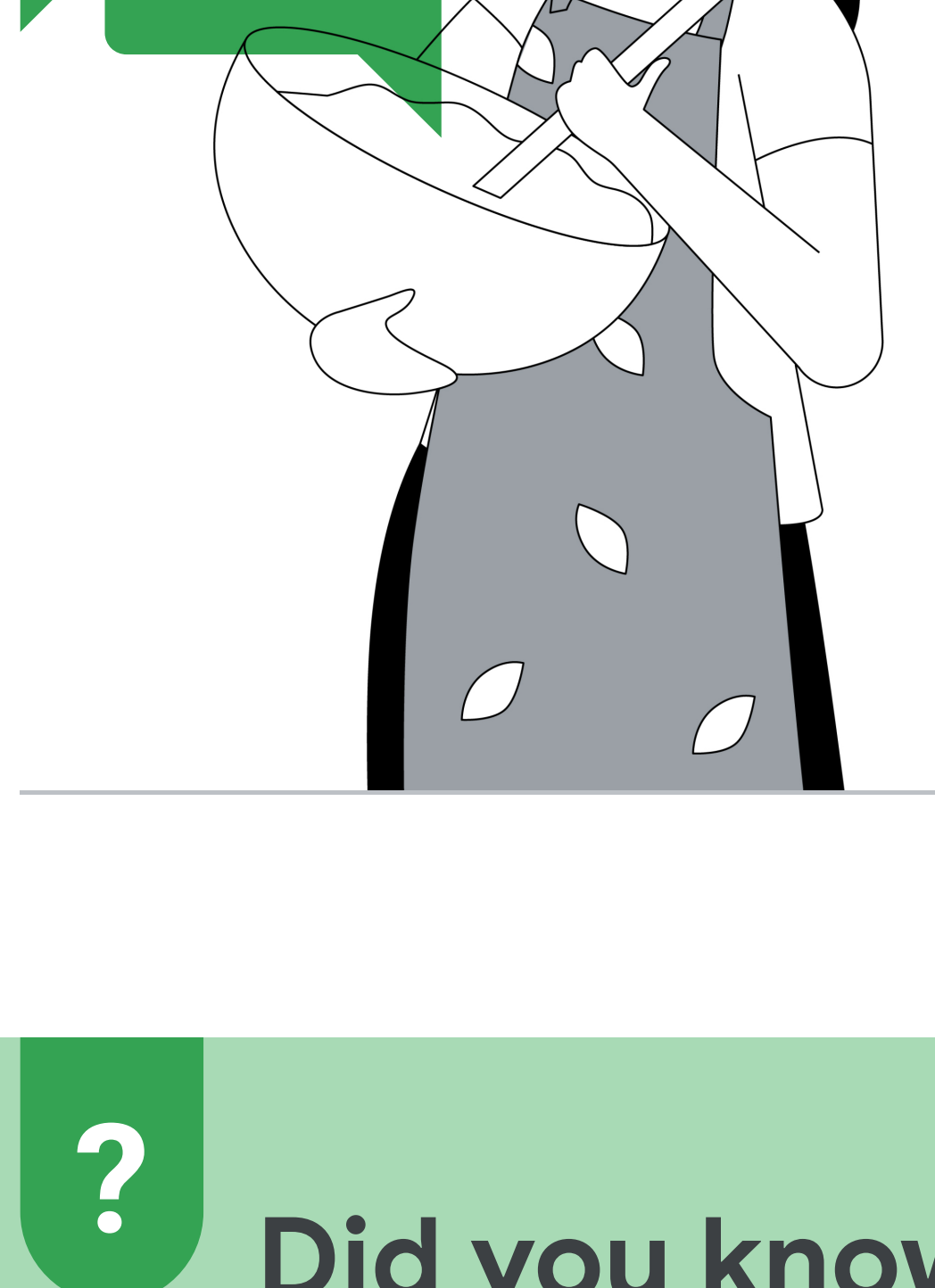


Butterfly pea flower tea

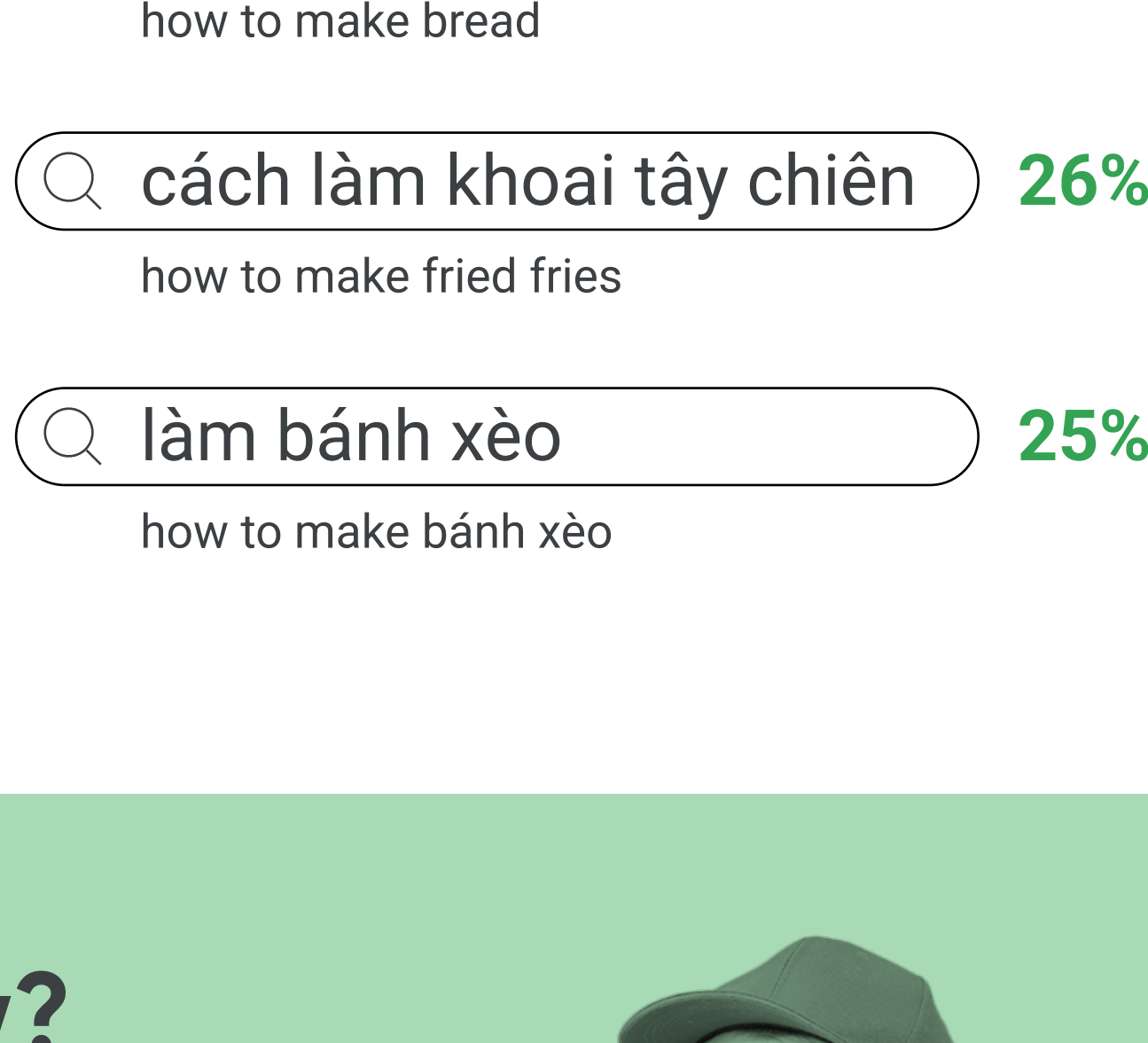
+64%



Across major cities of Vietnam, people are cooking and dining more at home than ever, but online food delivery services remain popular too.

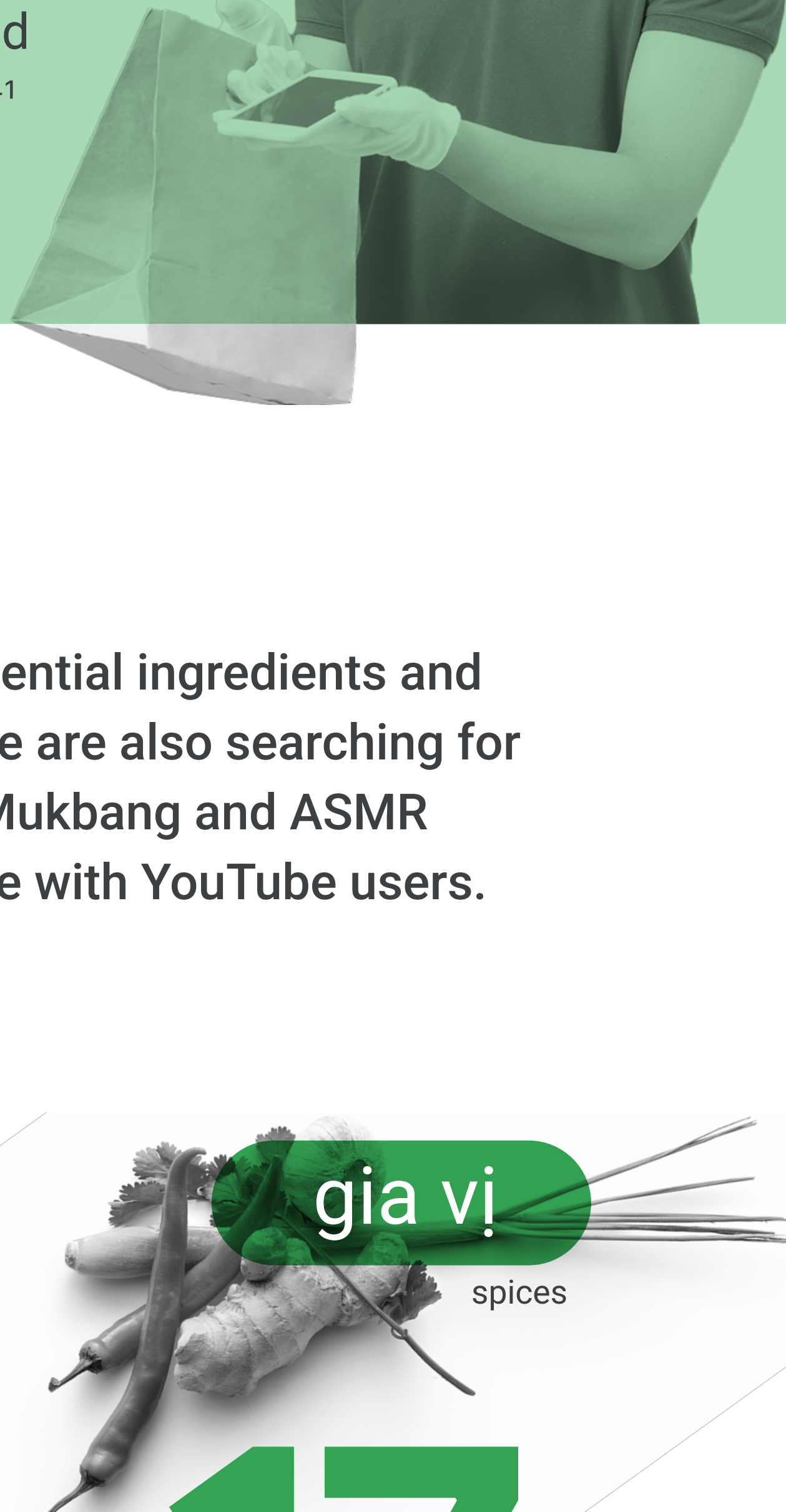


Top favorites searched on Google:



## Did you know?

COVID-19 and strict mobility restrictions during lockdowns made food delivery unavailable in major cities of Vietnam for certain periods. It, however, remains a popular trend among consumers, with 67% of food delivery users having increased their frequency of food delivery orders (vs. pre-COVID).<sup>41</sup>



There's growing interest for essential ingredients and cooking appliances. Vietnamese are also searching for entertaining food videos, with Mukbang and ASMR Mukbang continuing to resonate with YouTube users.

Top searches for essential cooking ingredients:



gia vị (spices)

+17%

ASMR Mukbang

Mukbang and ASMR Mukbang remain a rising trend on YouTube:



+65%

Top searches for cooking appliances:

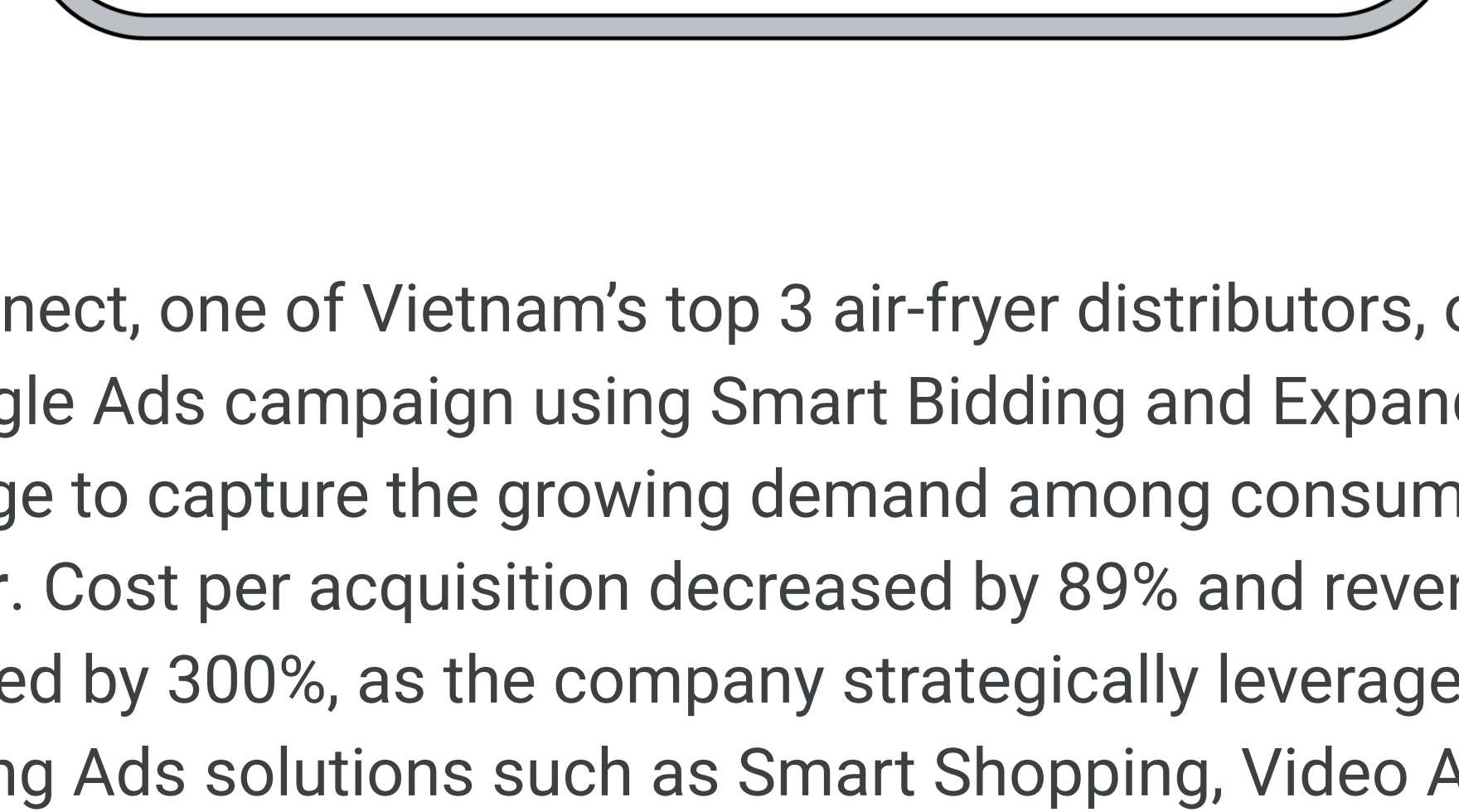


## BRAND IMPLICATIONS

1

Inspire your consumers by catering to their needs.

Vietnamese are spending more time cooking while staying indoors. There are more new home chefs now than ever before. Provide inspiration on how they can use your products with easy recipes and let them review kitchen appliances that make life more convenient.



BH Connect, one of Vietnam's top 3 air-fryer distributors, optimized its Google Ads campaign using Smart Bidding and Expand Coverage to capture the growing demand among consumers for air fryer. Cost per acquisition decreased by 89% and revenue increased by 300%, as the company strategically leveraged Google Shopping Ads solutions such as Smart Shopping, Video Action, Discovery, and Performance Max.

2

Focus on your product's health benefits.

The pandemic has unlocked new food trends. With people becoming more health conscious about their food choices, devise effective strategies to build brand loyalty early in consumers' search for health. Create awareness about your products and educate consumers about their health benefits.