Shopping & Retail

4

The strong shift to online shopping is here to stay. Other trends in this shift towards digital consumption include shoppers being keen to find the deals online, shopping locally where possible, and seeking ways to make their lives at home easier.

To fulfill their day-to-day needs, Vietnamese consumers are turning to online shopping.

Hoàng Hà Mobile **91%**

Consumer electronics retailer Hoang Ha Mobile

điện máy chợ lớn **20%**

large electronics and appliances

bách hoá xanh

Supermarket Bach Hoa Xanh

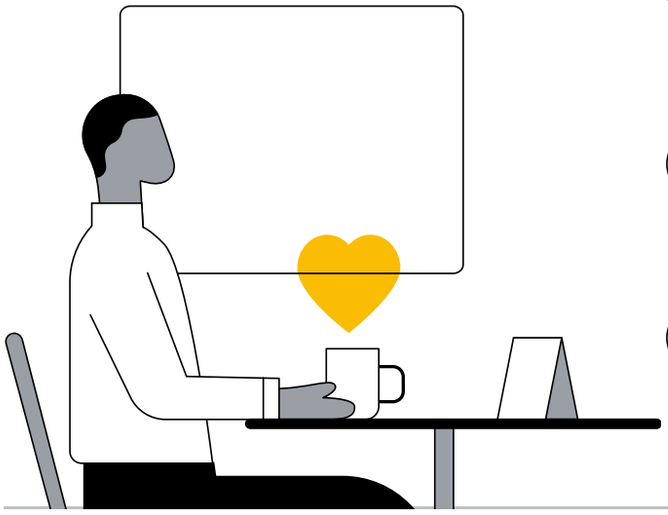
+150%

Consumers want the best of online and offline shopping, and are showing their intent to purchase across sales channels.

Popular searches for offline stores on Google:

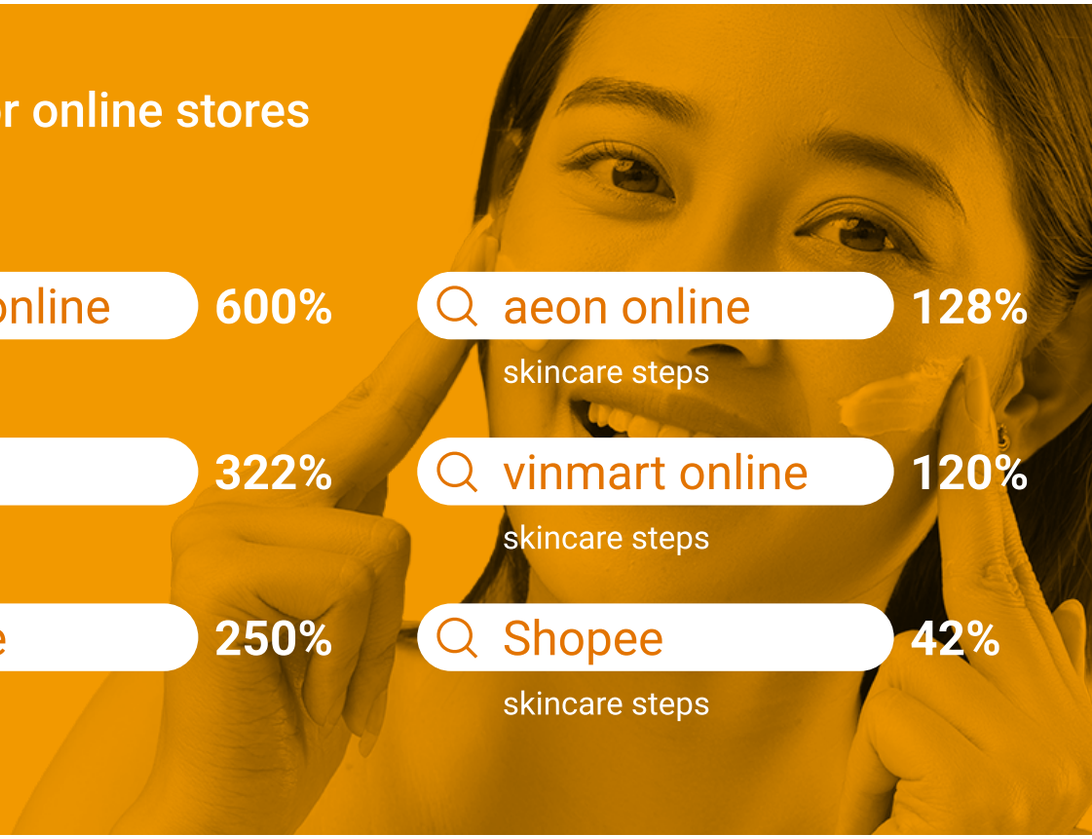
cà phê gần đây **126%**

coffee near here



trà sữa gần đây bubble tea near here	70%
nhà hàng gần đây restaurants near here	63%
nhà hàng gần đây supermarket near me	48%

Popular searches for online stores of retailers:



bách hoá xanh online skincare steps	600%
aeon online skincare steps	128%
Gojek skincare for ... skin type	322%
vinmart online skincare steps	120%
coopmart online skincare steps	250%
Shopee skincare steps	42%

The pandemic not only pushed consumers online, many merchants have joined the digital economy to sell their products on different platforms such as e-commerce.

seller center

+78%

Did you know?

Vietnam has seen a 3x increase in search volumes for merchant- and seller-related information on selling online as well as specific how-tos.[42]

With lockdowns forcing people to stay indoors, people are looking for ways to make their lives at home easier and more comfortable.

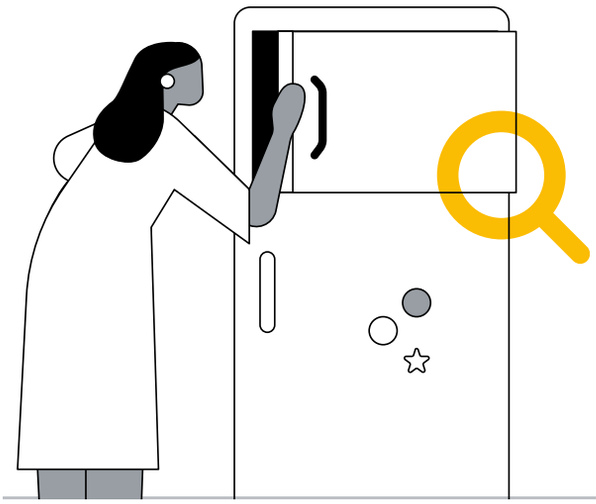
From looking for ways to update their home decor, and upgrade home appliances extensively

nến thơm 100%
scented candles

bảo hành 25%
warranty

+168%

...to checking out kitchen appliances that make life more convenient.



induction range 48%

máy pha 16%
coffee/tea/mixing machine

máy rửa bát 12%
dishwasher

refrigerator 11%

...and even searching for supplies that keep their homes and clothes clean.

nước tẩy 24%

bleaching liquid

nước xả 12%

fabric softener

laundry detergent 21%

skincare for ... skin type

Shopping behavior has also evolved, with Vietnamese consumers using a variety of online touchpoints along their purchase journey.

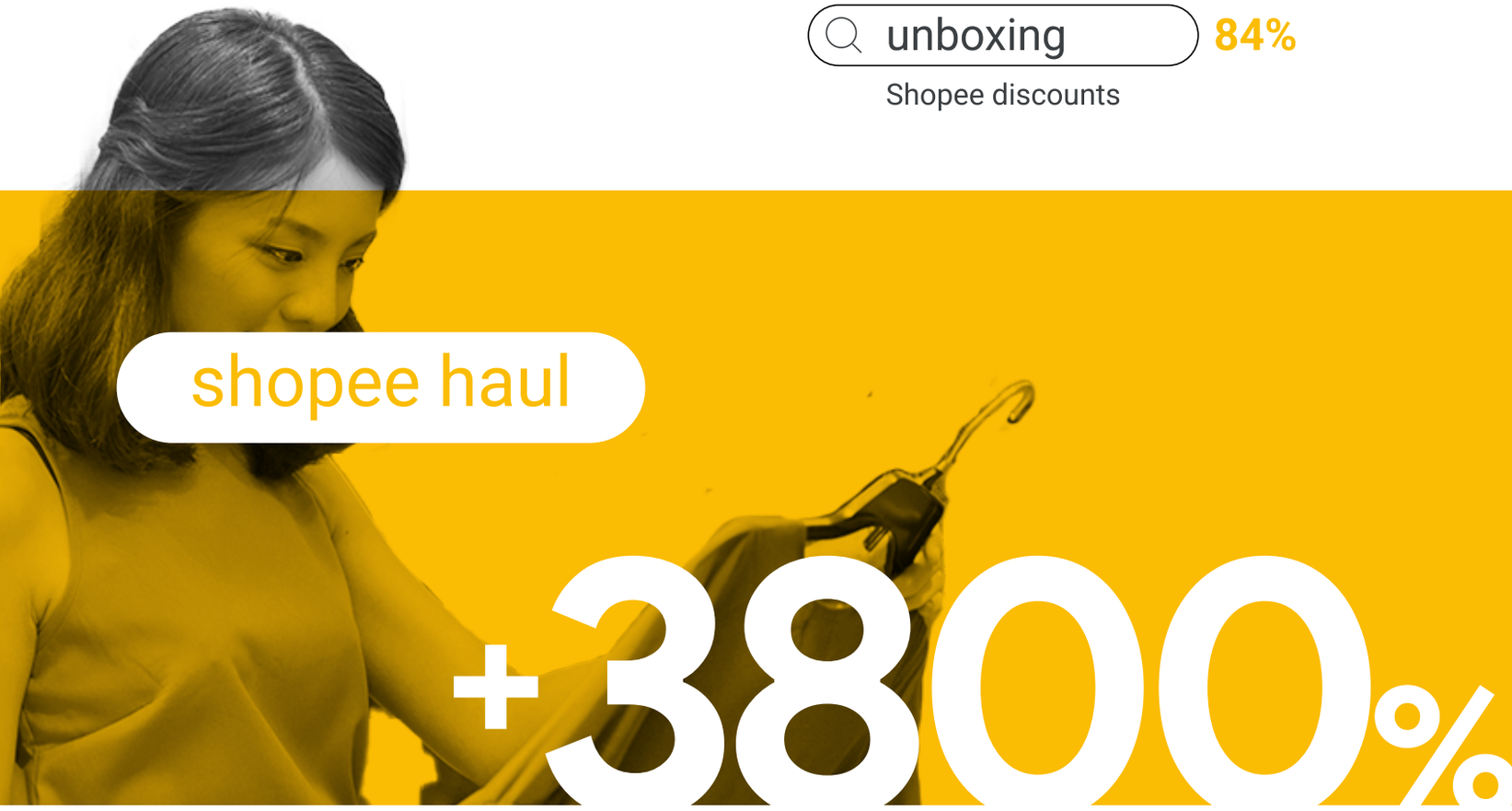
Shoppers turn to Search for good deals, vouchers and discounts...

mã giảm giá shopee 91%

Shopee discounts

+325%

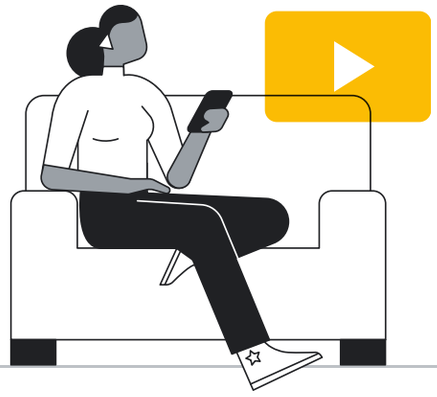
...and go to YouTube for product reviews and inspirations prior to purchase.



BRAND IMPLICATIONS

1 Reach your customers where they are.

Ensure your products are discoverable across touchpoints, from online to offline, and provide helpful and relevant information along the way. More important than showing up in consumers' searches is delivering meaningful answers when they're searching for you. This means you need to understand how consumer preferences and needs are shifting in a time of change.



2 Leverage Search and YouTube to elevate consumers' shopping experience.

Before the actual purchase, shoppers navigate through a plethora of touchpoints for advice, ideas and inspiration, including Search and YouTube - the main sources to discover new products. As people turn to YouTube for information about specific products or topics, be there to provide them with helpful information. Using the right creative and creators, targeting and format, brands have a valuable opportunity to tell their brand story and drive purchase intent.

Unilever achieved incremental traffic and conversions on their Shopee Store by leaning on Smart Shopping, Video Action, Feed, and Discovery Ads for two months, allowing Google's machine learning to learn and optimize their campaign. When combined with some great offers on their Shopee store, the brand saw an 147% increase in Return on Ad Spend on the Mega Sales Days of 8/8 and 9/9.

Sources:
Google Trends, Vietnam, Sep 1, 2019 - Aug 31, 2020 vs. Sep 1, 2020 - Aug 31, 2021, unless indicated otherwise

42. e-Conomy Report SEA 2021