Shopping & Retail

With lockdowns forcing people to stay indoors, people are looking for ways to make their lives at home easier and more comfortable. Consumers want the best of online and offline shopping, and are showing their intent to purchase across sales channels. To fulfill their daily needs, Vietnamese consumers are turning to online shopping.

Did you know? Vietnamese has seen a 3x increase in search volumes for merchant- and seller-related information on selling online as well as specific how-tos. Online shopping has also evolved.

![Image of a person shopping online]

1. Reach your customers where they are:

- Vietnamese shoppers prefer to conduct searches on Google.
- Popular searches for online stores of retailers:
  - Gojek 322%
  - Skincare for different skin types
  - Water softener
  - Bleaching liquid
  - Fabric softener

2. Understand how consumer preferences and needs are changing when they move from online to offline.

- Shopping (online)
- 147% with some great offers on their
- Shopping (local)
- 78% for large electronics and appliances
- 168% for home appliances extensively

3. Make sure your products are discoverable across touchpoints.

- E-commerce and online businesses are focusing on providing helpful information to consumers using a variety of platforms such as e-commerce websites, social media, and blogs.
- There is an increase in search volumes for online stores of retailers.
- Vietnamese shoppers are searching for online stores of retailers by leaning on platforms like Google and YouTube for product reviews and inspirations prior to purchase.
- People are searching for online stores of retailers where they are.
- They are checking out kitchen appliances that make life easier and more comfortable.
- They are shopping for good

4. Leverage场均 on platforms like YouTube to elevate consumer shopping experience.

- Vietnamese shoppers are looking for online stores of retailers while checking out kitchen appliances that make life easier and more comfortable.
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