

# A QUICK LOOK AT VIETNAM ECOMMERCE 2020

21/01/2021

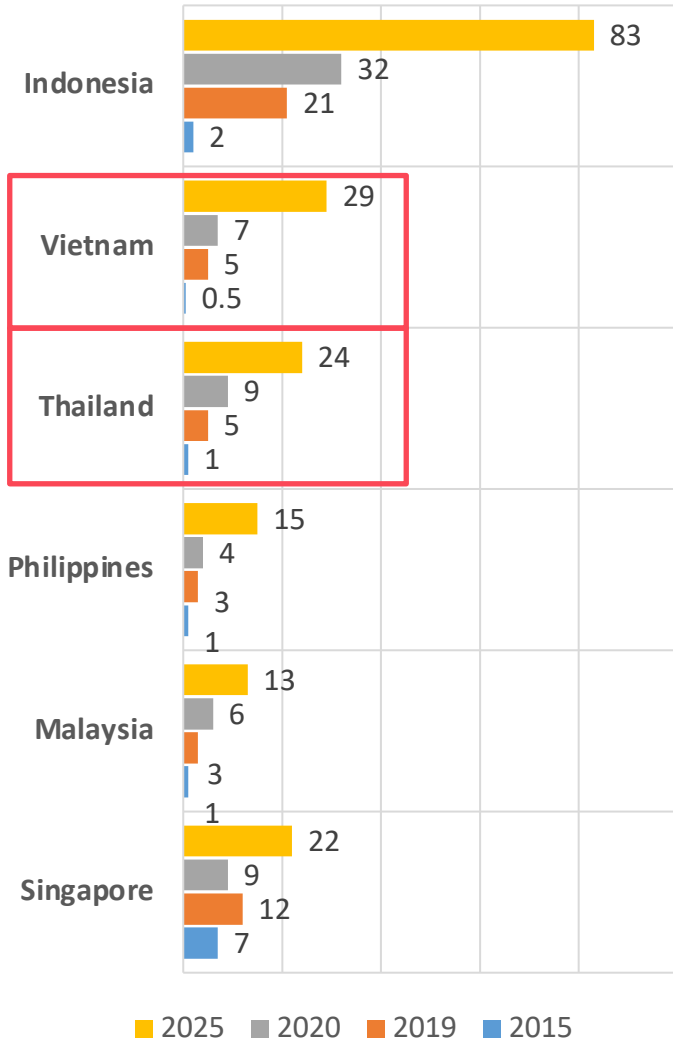


- Vietnam Ecommerce's market size 2020 ranked 3<sup>rd</sup> in ASEAN. Its revenue ranked 27<sup>th</sup> globally, focusing on fashion and electronics.
- User penetration reaches 28%, equivalent to 45.6 million users. Group of 25 – 44 accounts for 55%.
- Ecommerce platforms such as Shopee, Tiki, Lazada remain the most popular channel in 2020
- Fresh food business is expanding on platforms.
- Food is the most purchasing category in 2020

## QUICK FACT OF VIETNAM ECOMMERCE 2020

## MARKET SIZE OF ECOMMERCE IN ASEAN COUNTRIES

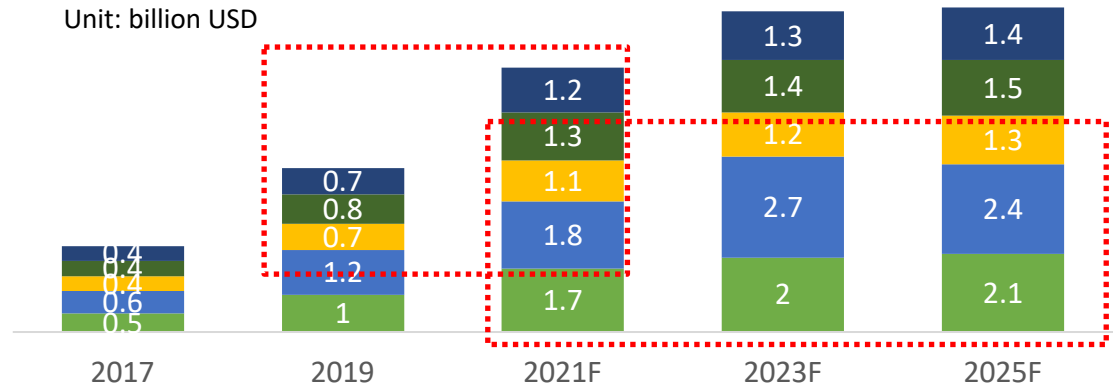
Unit: billion USD



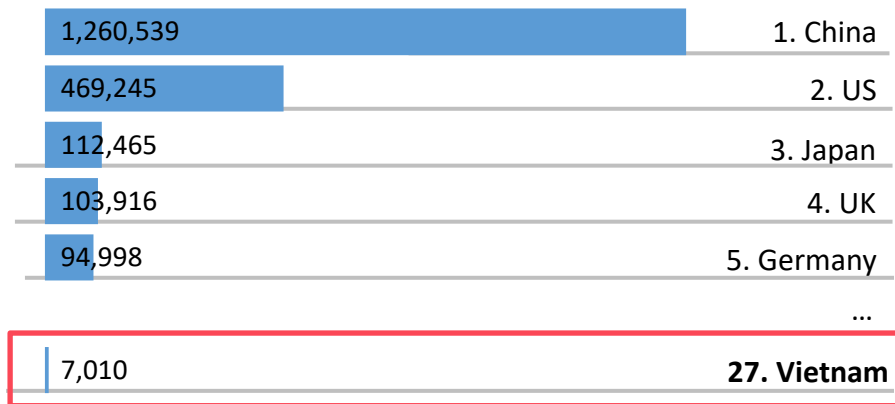
## Revenue of Ecommerce in Vietnam

■ Fashion      ■ Electronics      ■ Toys, hobby, DIY  
■ Furniture, appliances      ■ Food and personal care

Unit: billion USD

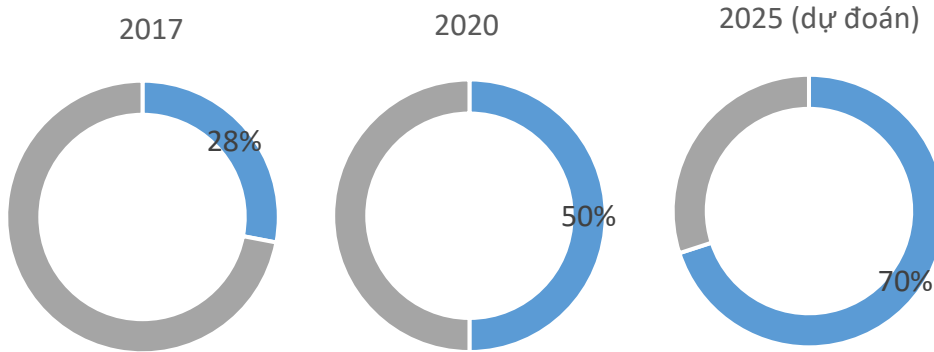


## TOP MARKET WITH BIGGEST REVENUE OF ECOMMERCE IN 2020

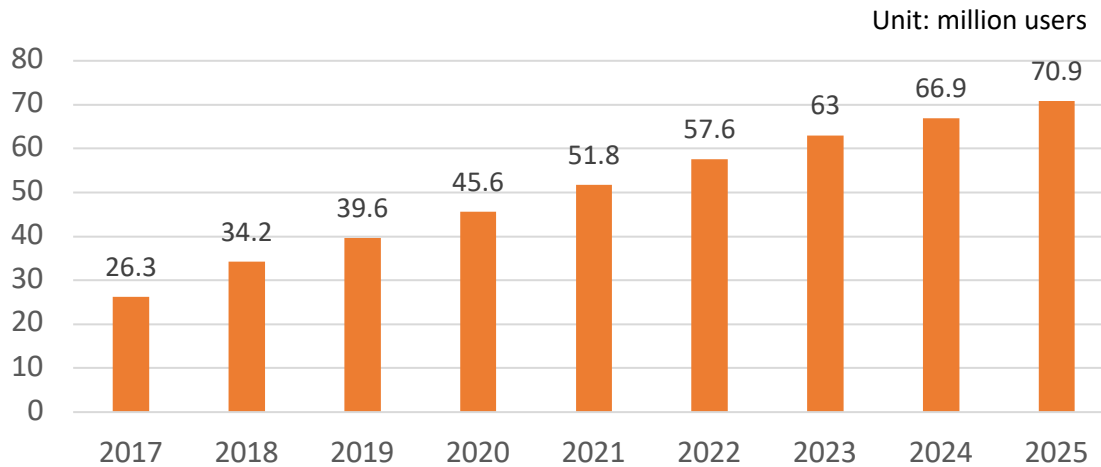




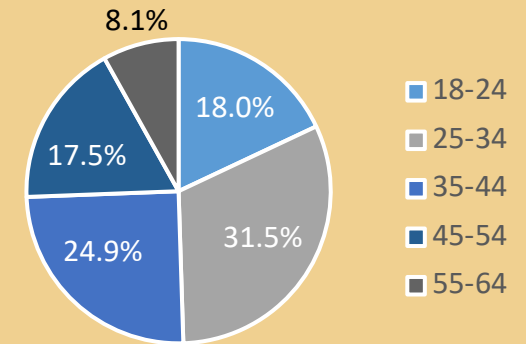
**VIETNAM ECOMMERCE'S USER PENETRATION**



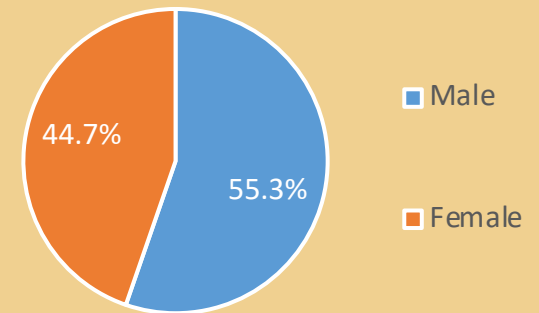
**NUMBER OF USER**



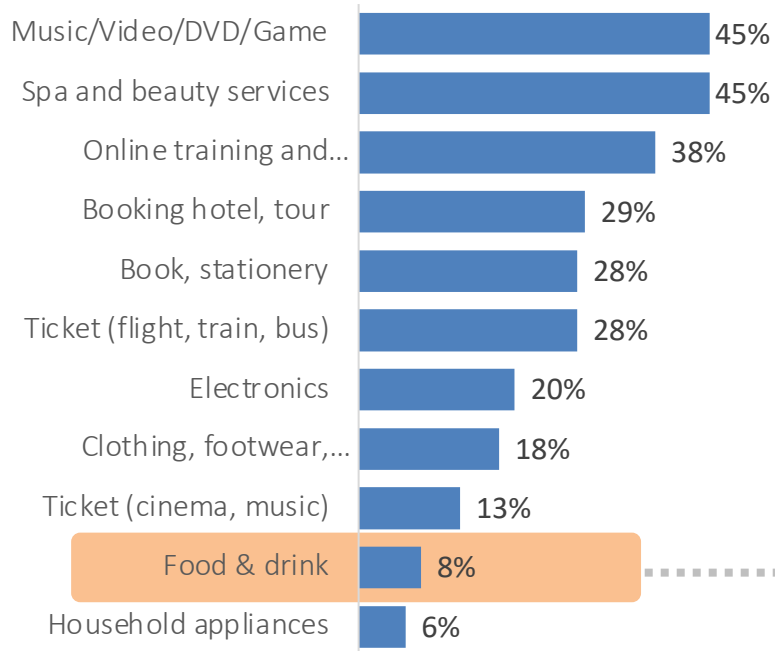
**USER BY AGE**  
(up to 11/2020)



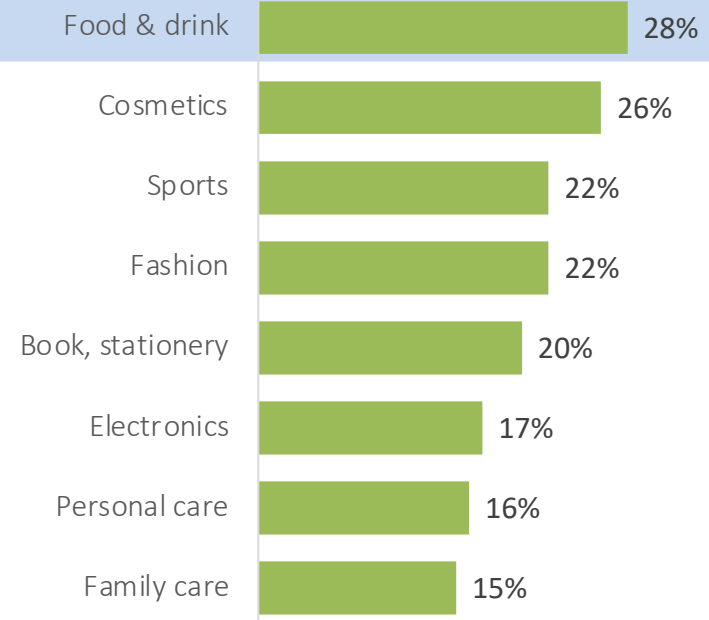
**USER BY GENDER**  
(up to 11/2020)



**THE MOST SOLD PRODUCTS ONLINE 2019**



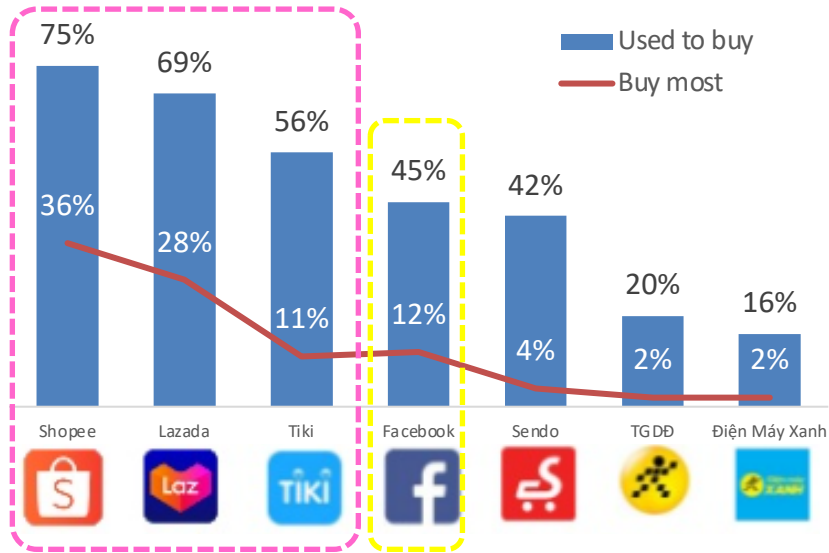
**THE MOST SOLD PRODUCTS ONLINE  
When Covid-19 outbreaks in Vietnam**



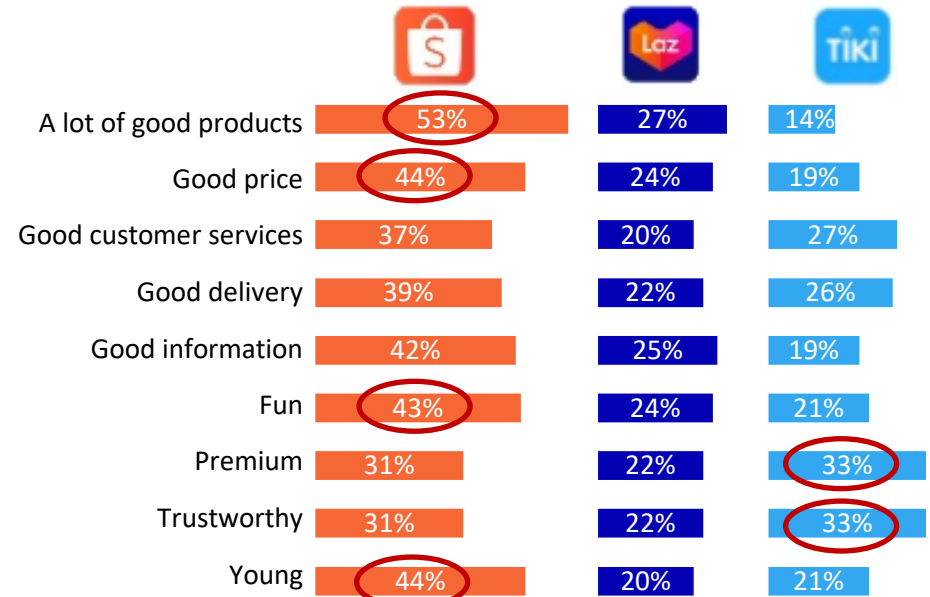
*Consumers tend to change their shopping priority due to impacts of social distancing. Some companies utilize their available resources to join food chain.*



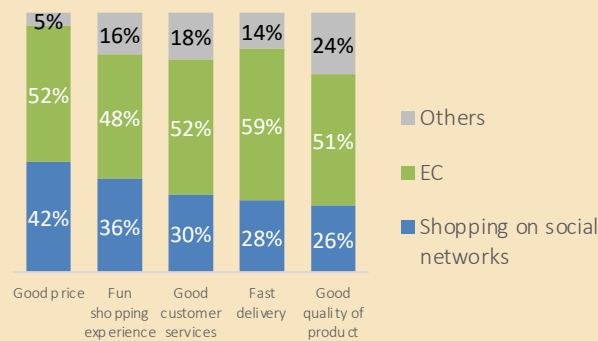
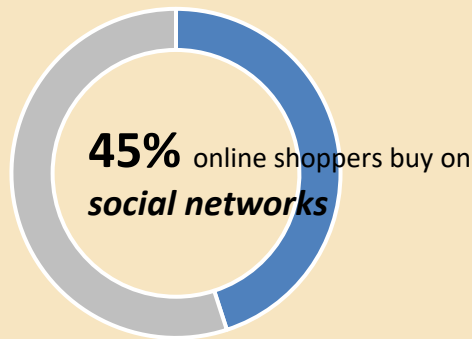
TOP PLATFORMS IN VIETNAM ECOMMERCE



IMPRESSION OF TOP 3 PLATFORMS IN VIETNAM ECOMMERCE



SHOPPING ON SOCIAL NETWORKS

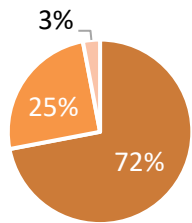


*Shopee leads among the most used platforms, followed by Lazada and Tiki. Shopping on social networks is popular due to customers' impression of good price and fun shopping experience.*

**USER PROFILES OF SOME POPULAR PLATFORMS**



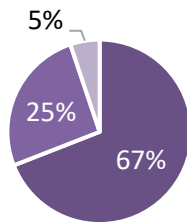
♂ 26.19%  
♀ 73.81%



■ 18-30 ■ 31-45 ■ 46-60



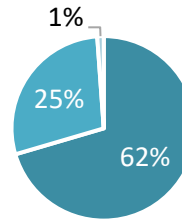
♂ 22.72%  
♀ 77.28%



■ 18-30 ■ 31-45 ■ 46-60



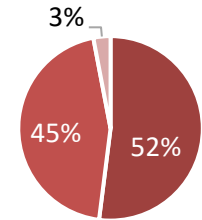
♂ 21.59%  
♀ 78.41%



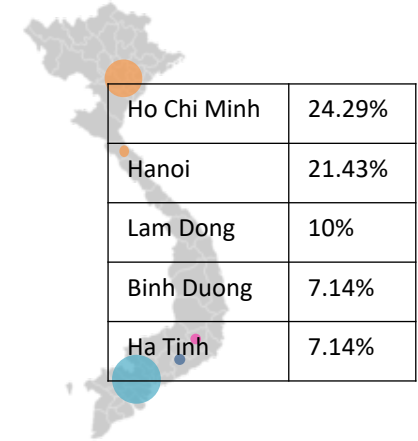
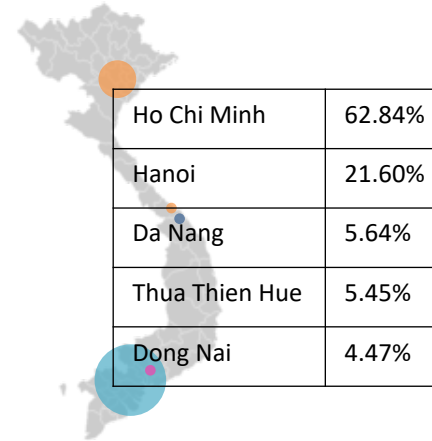
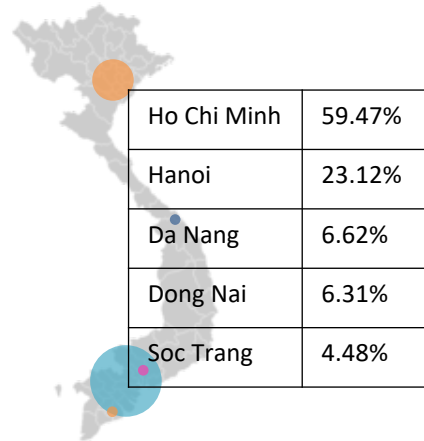
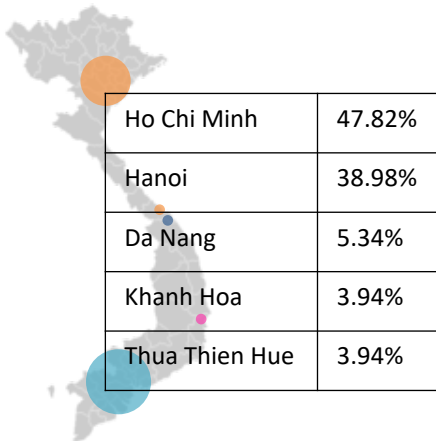
■ 18-30 ■ 31-45 ■ 46-60




























♂ 20%  
♀ 80%



■ 18-30 ■ 31-45 ■ 46-60



**RANKING BY MONTHLY VISITS BY SEGMENTS**

Segments	#1	#2	#3	#4	#5
Fashion					
	Footwear, handbag (woman)	Man watch	Clothing (man & woman)	Clothing, footwear (man, woman, kid)	Clothing, accessories (man & woman)
Commodity					
	Gift, cosmetics, snack, fashion accessories, appliances	Book, electronics, appliances, cosmetics, stationery, etc	Household appliance, cosmetics, etc	Cosmetics, footwear, clothing, appliances, etc	Food, appliances, cosmetics, etc
Electronics					
	Mobile, computer	TV, fridge, washing machine, AC, vacuum	Mobile, computer	TV, fridge, washing machine, AC, vacuum	Mobile, computer
Health, beauty					
	Skin care, make up	Skind care, make up, hair care	Skind care, make up, hair care	Personal cares, products for moms & kids	Skin care, make up
Others					
	Baby care, products for mom & kids	Western medicine, pharmaceutical cosmetics	Baby care, products for mom & kids	Baby care, products for mom & kids	Book, stationery, gift

Source: Information aggregated by SEIKO IDEAS according to Iprice and above brands' website.

- 70% of Vietnam population use Internet. More than 90% can use 3G, 4G. Number of new Internet users significantly increase due to pandemic. 5G network officially launch and put into commercial use at the end of 2020.
- Online payment (via card, bank transfer and e-wallet) is gradually replacing cash-on-delivery (COD). In 2020, only 32% users choose to pay by COD.
- Ecommerce platforms actively cooperate with third-party payment partners to increase benefits for users.
- A lot of post offices, actively supporting fast delivery.

## **INFRASTRUCTURE SUPPORTING DEVELOPMENT OF VIETNAM ECOMMERCE 2020**

**INTERNET USAGE 2020**



**70.5%** of population using Internet

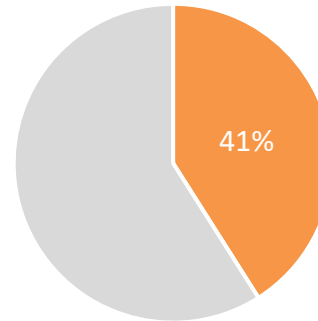


**76.42%** of population use a fixed broadband subscription

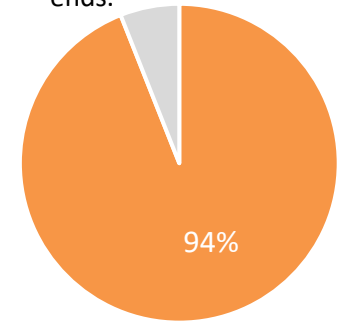


**99.81%** 3G coverage  
**98.4%** 4G coverage

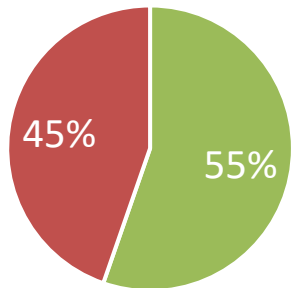
In 2020, **41%** user of digitalization are **new users**



**94%** new users will keep using services even when pandemic ends.



**MOBILE SUBSCRIBERS 2020**



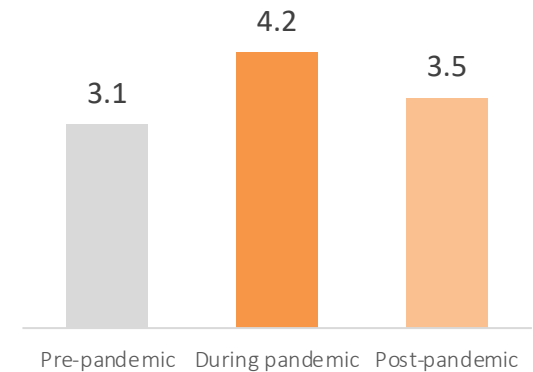
**135.53 million** mobile subscribers

- Use data services
- Only basic services

Among those, **69.55%** subscribers use smartphone

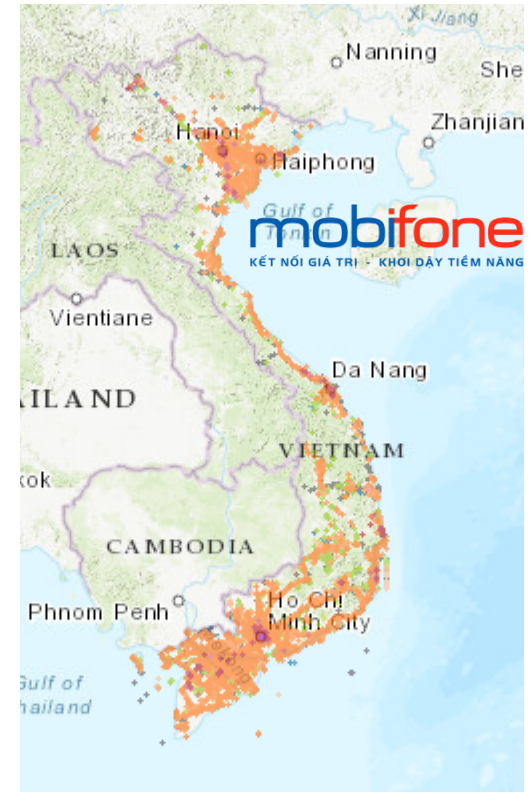
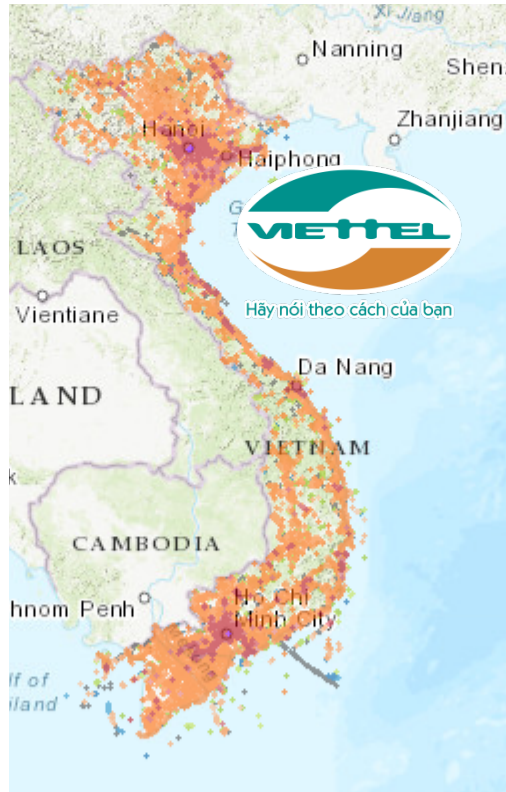


Average online time daily (hours/person)





## MAP OF 4G COVERAGE OF TOP 3 MOBILE NETWORK PROVIDERS IN VIETNAM



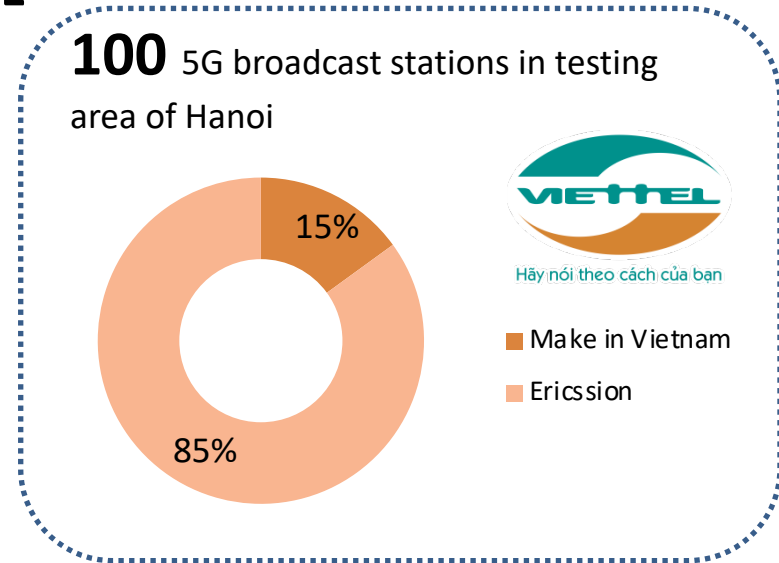
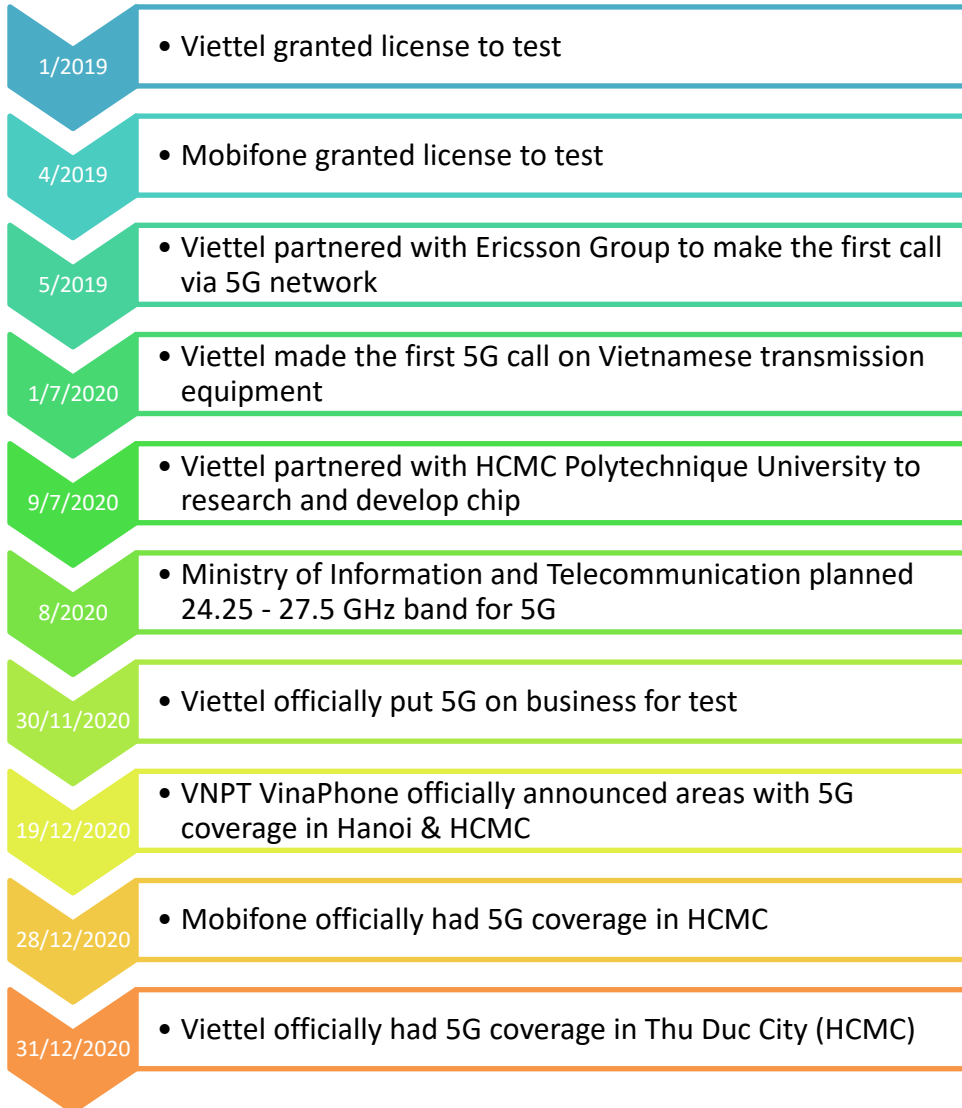
**Nationwide 4G coverage**  
*(except some border and mountain areas)*

**Using mobile Internet**  
*(up to 11/2020)*

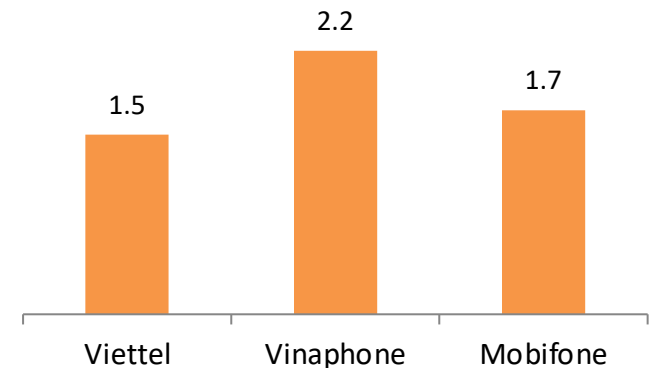
**73,731,359** subscribers



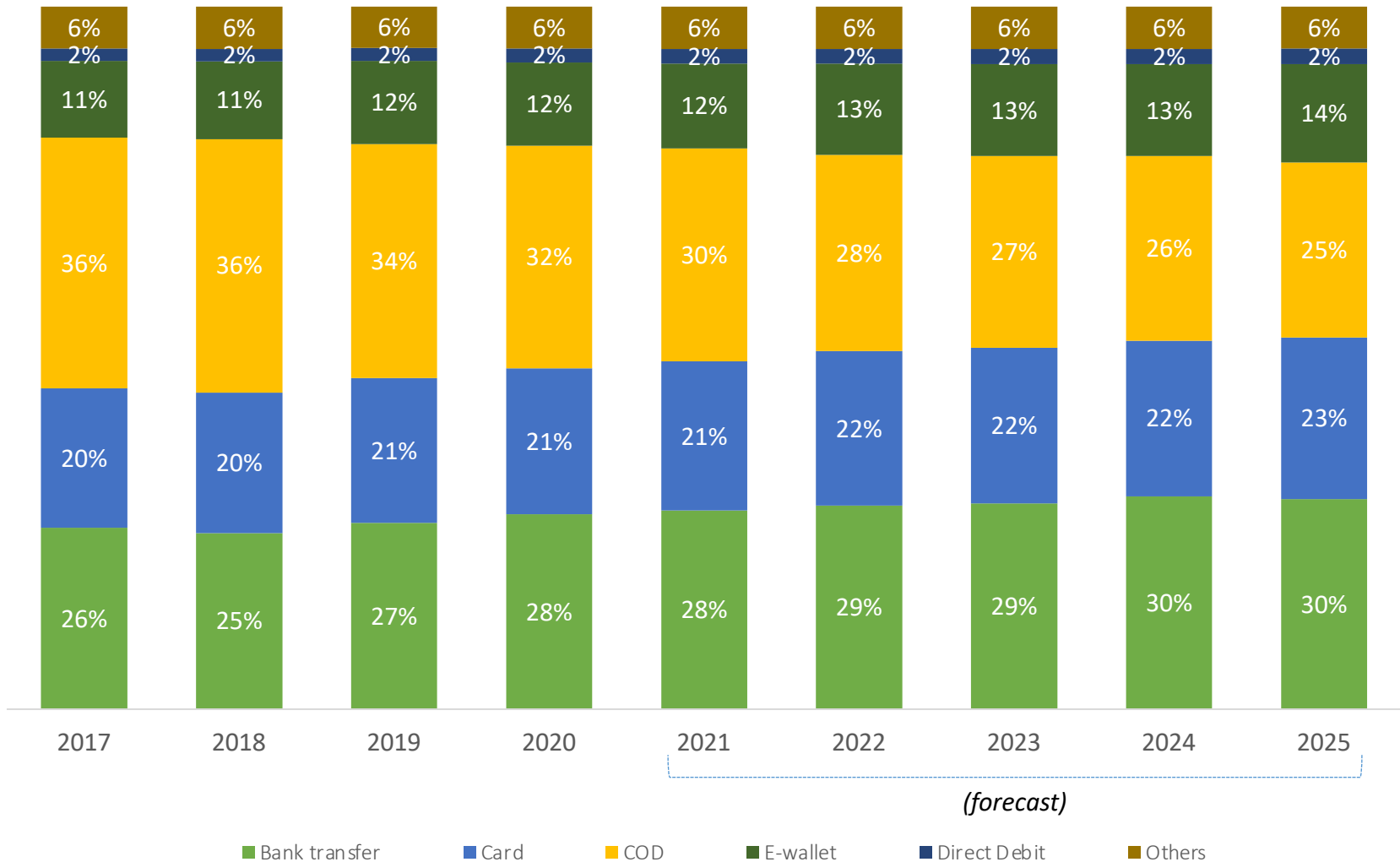
## PROGRESS OF DEVELOPING 5G INFRASTRUCTURE



### MAX DOWNLOAD SPEED ON TEST (GBPS)



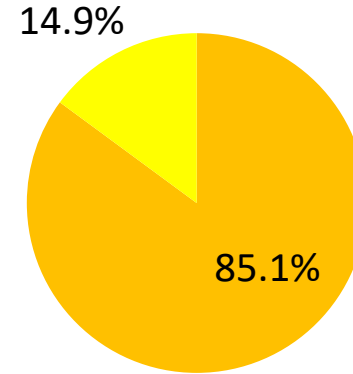
**USAGE OF PAYMENT METHODS ON ECOMMERCE PLATFORMS**



**INFRASTRUCTURE FOR PAYMENT VIA BANK**

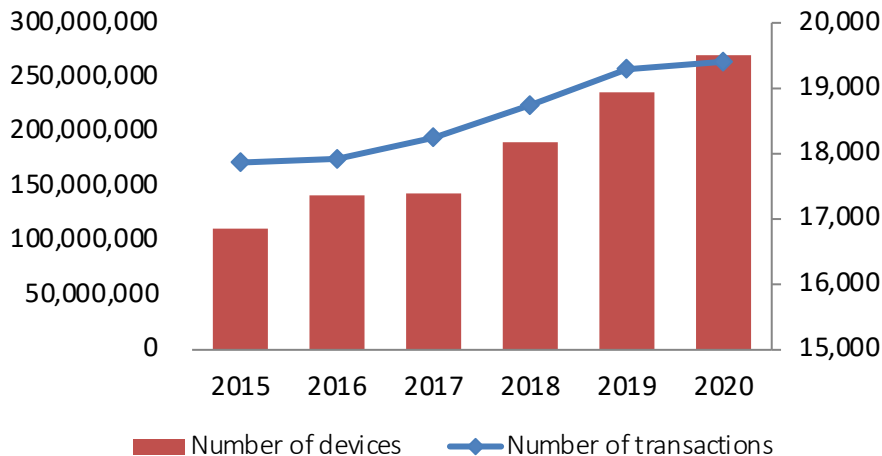
**110,240,000**

**Bank cards issued**  
(Up to Q3 – 2020)



■ Domestic card ■ International card

**Number of ATMs and bank transfer via ATM transactions (2015 – 2020)**



**100%**

Domestic commercial banks have **Internet Banking** services



**32%**

Domestic commercial banks have developed **Digital Banking**

OTHER CASHLESS PAYMENTS ON ECOMMERCE PLATFORMS

PAYMENT GATEWAYS



DEBIT / CREDIT CARD

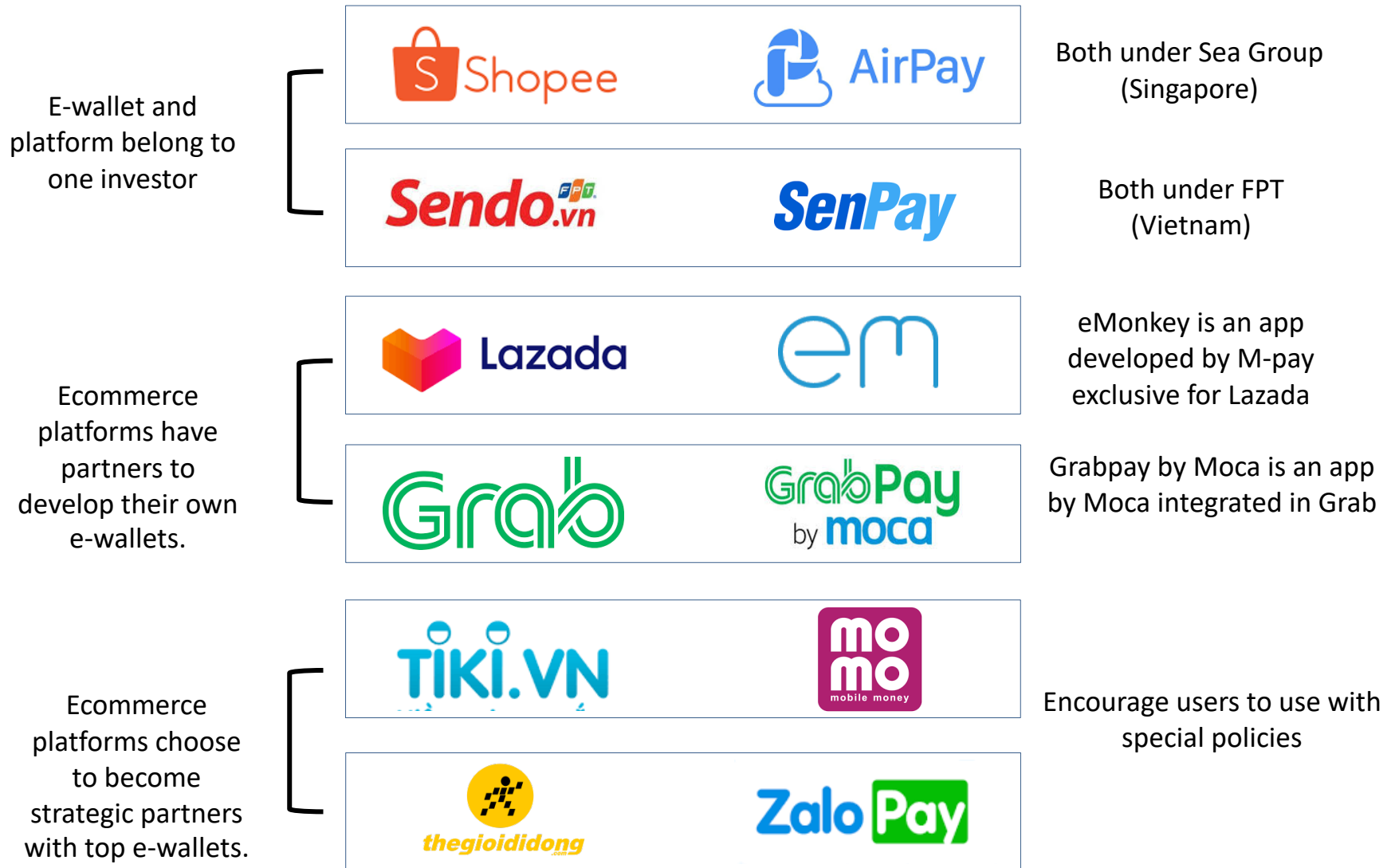


E-WALLET



List of companies providing intermediary payment services: <https://bit.ly/3dHsrgx>

**ECOMMERCE PLATFORMS PARTNER WITH E-WALLET**



**ECOMMERCE PLATFORMS PARTNERS WITH BANKS**



**OFFERS ON SHOPEE**

- Refund 6% - 10% (max 250,000 VND/order)
- Freeship all year (30,000VND/code freeship)



Issue credit card  
VPBank Shopee



**BENEFITS OF VPBANK CARDS**

- Accepted at all POS that accept VISA
- Limit 100,000,000 VND
- Get offers of VPBank's partners



**OFFERS ON TIKI.VN**

- Refund
- Offer Tikinow service
- Offer discount vouchers



Issue credit card  
Sacombank Tiki Platinum

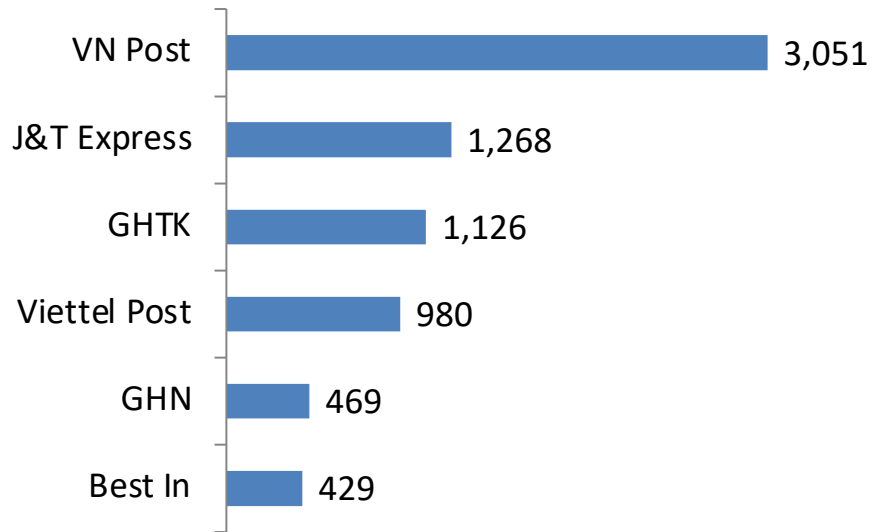


**BENEFITS OF SACOMBANK CARDS**

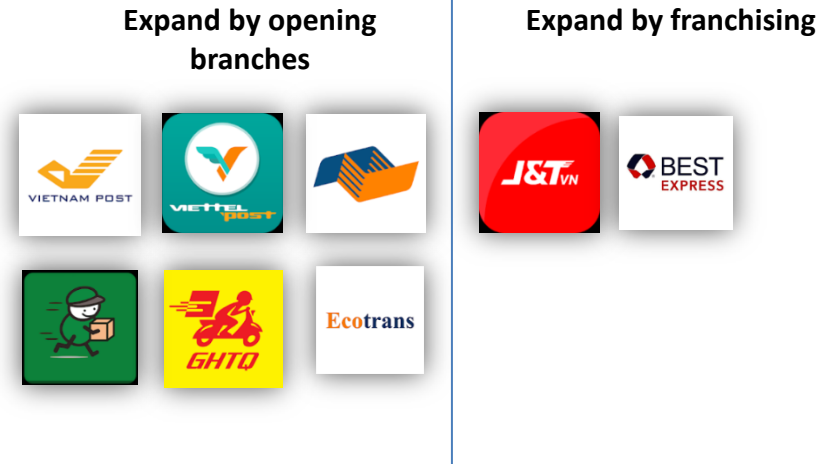
- Accepted at all POS that accept VISA
- Reduce annual transaction fees
- Get offers or refund

**NUMBER OF POST OFFICES OF TOP DELIVERY COMPANIES IN VIETNAM**

*(Up to 1/2021)*

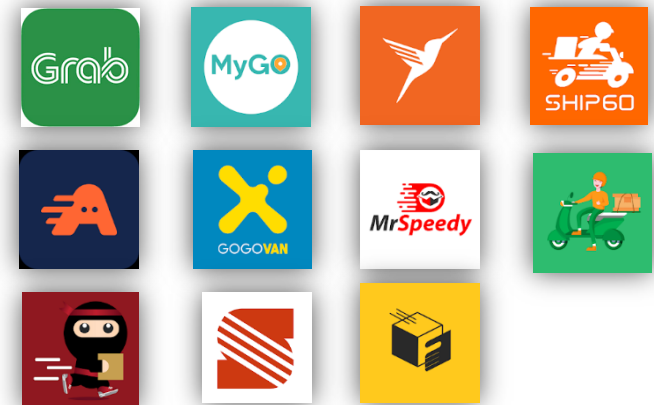


**NATIONWIDE DELIVERY**



**DELIVERY IN URBAN AREAS AND SURROUNDINGS**

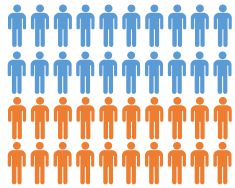
**MEANS OF GOOD TRANSPORTATION**



# **DEVELOPMENT PLAN OF VIETNAM ECOMMERCE 2021 - 2025**



## DEVELOPMENT PLAN FOR VIETNAM ECOMMERCE 2021-2025



● 55%

### MARKET SIZE

55% of population join online shopping.  
The annual average revenue per user (ARPU) reach 600 USD.

01



● 80%

● 70%

● 50%

### INFRASTRUCTURE FOR PAYMENT

50% use cashless payment  
70% transactions have e-invoices  
80% transaction made via intermediary payment services

03

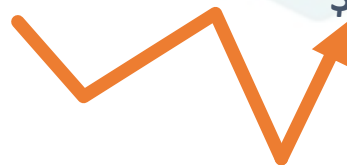
02

### ECOMMERCE REVENUE

B2C ecommerce revenue reach growth of 25%/year, reaching 35 billion USD, accounting for 10% of total retail sales.

25%/year

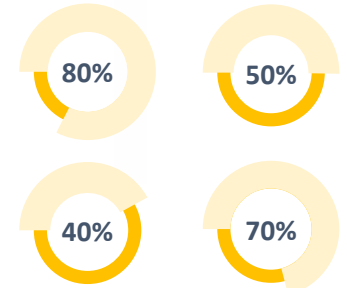
\$35 billion USD



### APPLICATIONS IN ENTERPRISES

80% ecommerce website have online order function  
50% SMEs do business on ecommerce platforms  
40% enterprises have ecommerce business on mobile app  
70% enterprises apply e-contracts

04



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