



# Digital advertising in Vietnam

---

DIGITAL ADVERTISING IN VIETNAM

# Table of Contents

# Table of Contents

## 01 Overview

Total media ad spend in Vietnam 2018-2022	<a href="#">02</a>
Growth of media ad spend in Vietnam 2018-2022	<a href="#">03</a>
Digital ad spending in Vietnam 2015-2020	<a href="#">04</a>
Digital ad spend share of total media ad spend in Vietnam 2018-2022	<a href="#">05</a>

## 02 Search advertising

Share of Chrome in browser market in Vietnam 2009-2019	<a href="#">07</a>
Share of Coc Coc in browser market in Vietnam 2013-2019	<a href="#">08</a>
Share of Safari in browser market in Vietnam 2009-2019	<a href="#">09</a>
Average minutes per visitor of websites in Vietnam as of May 2019, by category	<a href="#">10</a>
Audience reach of websites in Vietnam as of May 2019, by category	<a href="#">11</a>

## 03 Mobile advertising

Mobile ad spending in Vietnam 2018-2022	<a href="#">13</a>
---	--------------------

# Table of Contents

Mobile ad spending as share of digital ad spending in Vietnam 2018-2022	<a href="#">14</a>
Ad space share of mobile web and mobile apps in Vietnam 2018	<a href="#">15</a>
Vietnam: mobile phone internet users 2017-2023	<a href="#">16</a>
Smartphone users in Vietnam 2015-2022	<a href="#">17</a>
Smartphone penetration as share of population in Vietnam 2017-2023	<a href="#">18</a>

## 04 Online video advertising

Most visited video properties in Vietnam as of May 2019	<a href="#">20</a>
Number of videos per viewer of leading video properties in Vietnam as of May 2019	<a href="#">21</a>
Number of minutes per viewer of leading video properties in Vietnam as of May 2019	<a href="#">22</a>
Frequency of watching online videos among internet users in Vietnam 2018	<a href="#">23</a>
Average time spent on video streaming services in Vietnam 2020	<a href="#">24</a>
Reaction towards online video ads among Vietnamese 2019	<a href="#">25</a>

# Table of Contents

## 05 Social media advertising

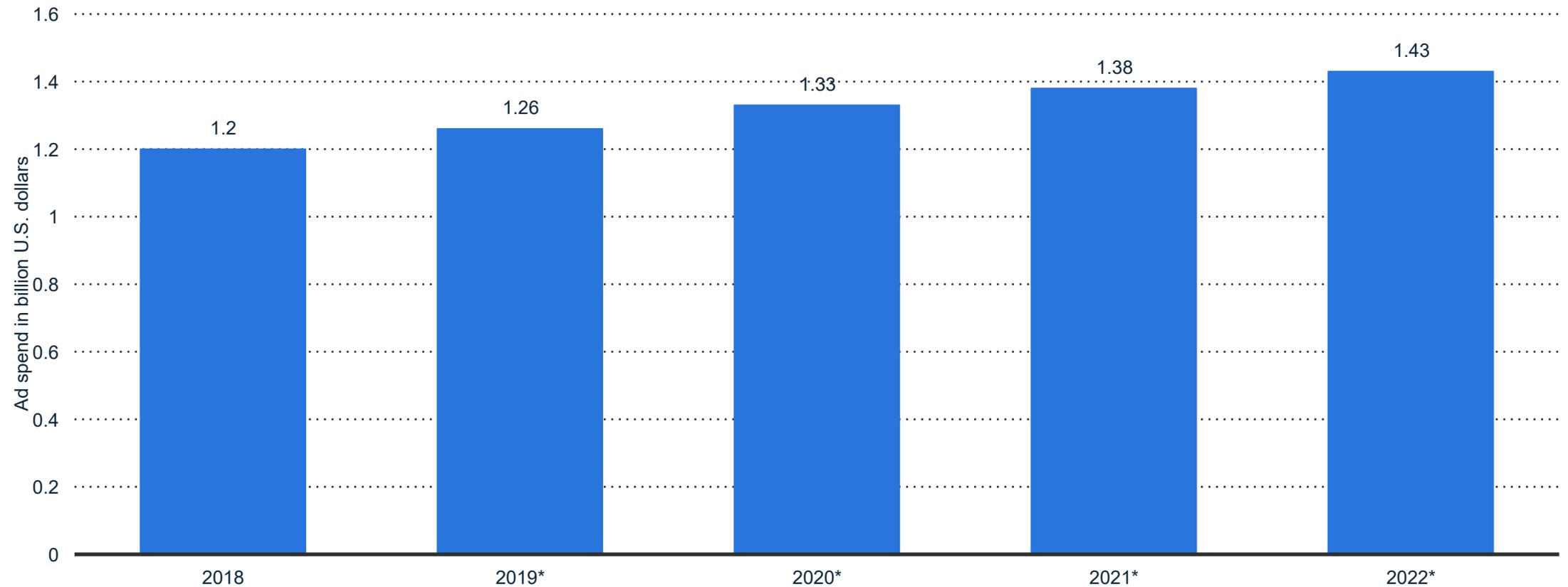
Vietnam: number of social network users 2017-2023	<a href="#">27</a>
Vietnam social media user penetration 2017-2023	<a href="#">28</a>
Leading social media platforms in Vietnam in 2019	<a href="#">29</a>
Share of total social media advertising audience Vietnam 2020, by age and gender	<a href="#">30</a>
Facebook post engagement rates in Vietnam 2020, by post type	<a href="#">31</a>
Main reasons to follow brands on Facebook in Vietnam 2019	<a href="#">32</a>
Main reasons to click on Facebook ads among Vietnamese 2019	<a href="#">33</a>

DIGITAL ADVERTISING IN VIETNAM

# Overview

# Total media advertising expenditure in Vietnam in 2018 with forecasts until 2022 (in billion U.S. dollars)

Total media ad spend in Vietnam 2018-2022



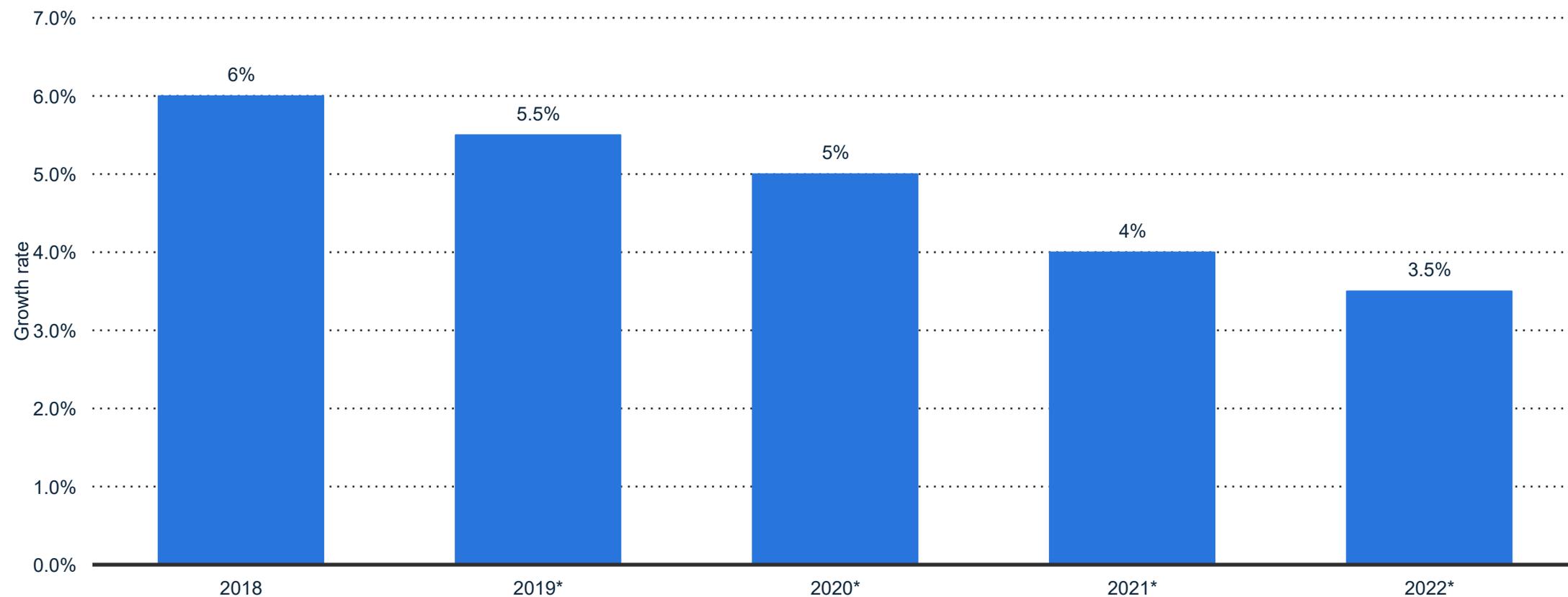
Note: Vietnam; 2018

Further information regarding this statistic can be found on [page 35](#).

Source(s): eMarketer; Adsota; [ID 1088027](#)

# Growth of total media advertising expenditure in Vietnam as of September 2018 with forecasts until 2022 (in billion U.S. dollars)

Growth of media ad spend in Vietnam 2018-2022



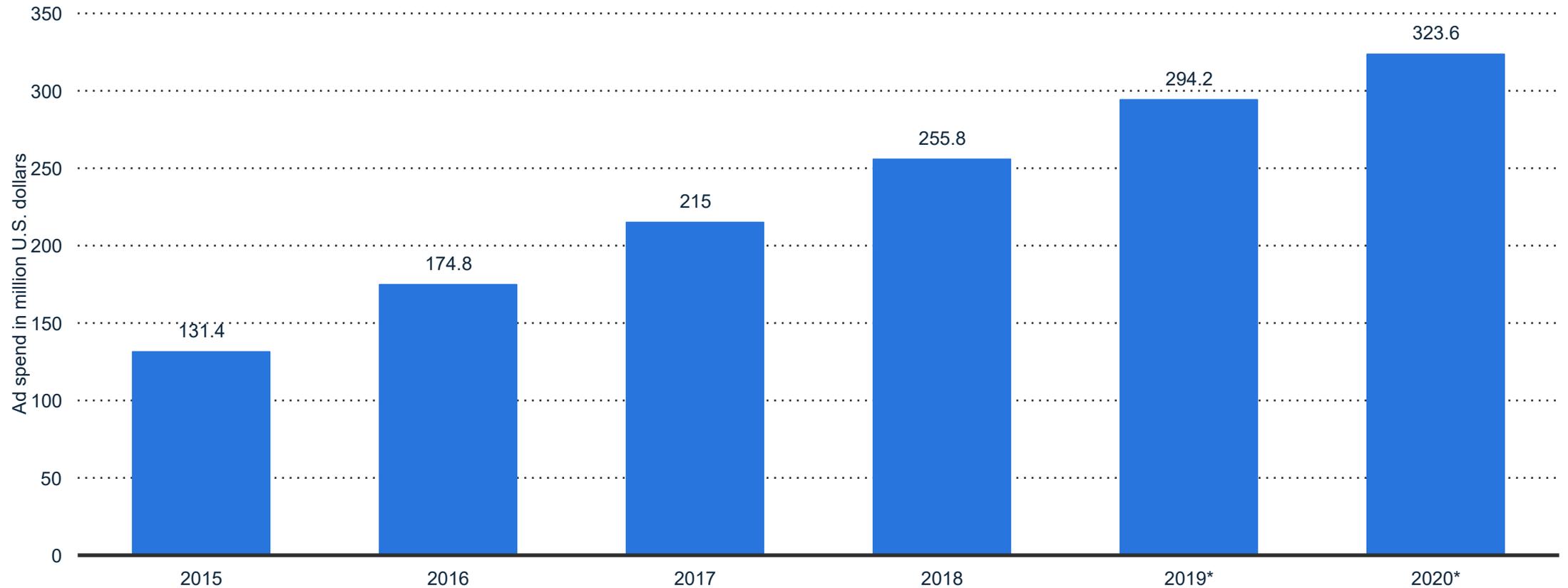
Note: Vietnam; September 2018

Further information regarding this statistic can be found on [page 36](#).

Source(s): eMarketer; LinkedIn; [ID 1092466](#)

# Digital advertising expenditure in Vietnam from 2015 to 2018 with forecasts until 2020 (in million U.S. dollars)

Digital ad spending in Vietnam 2015-2020



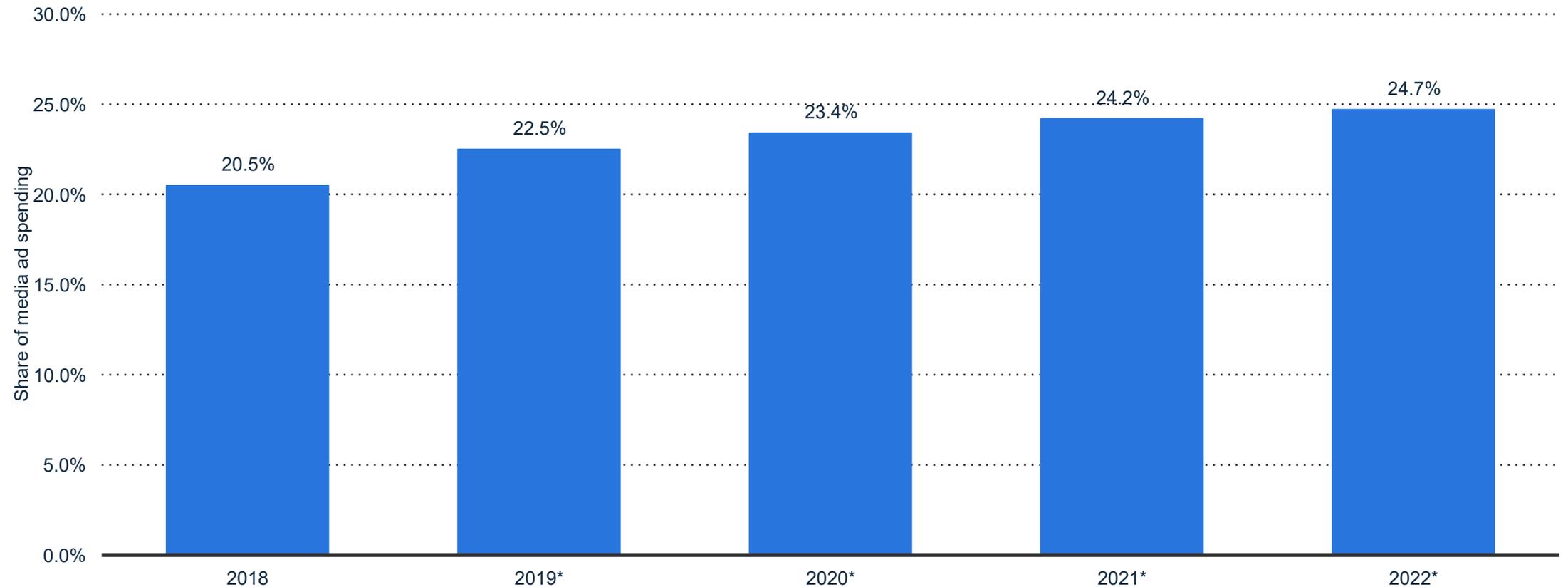
Note: Vietnam; 2015 to 2018

Further information regarding this statistic can be found on [page 37](#).

Source(s): Website (phanmemninja.com); [ID\\_1088045](#)

# Digital advertising expenditure share of total media advertising expenditure in Vietnam in 2018 with forecasts until 2022

Digital ad spend share of total media ad spend in Vietnam 2018-2022



Note: Vietnam; 2018

Further information regarding this statistic can be found on [page 38](#).

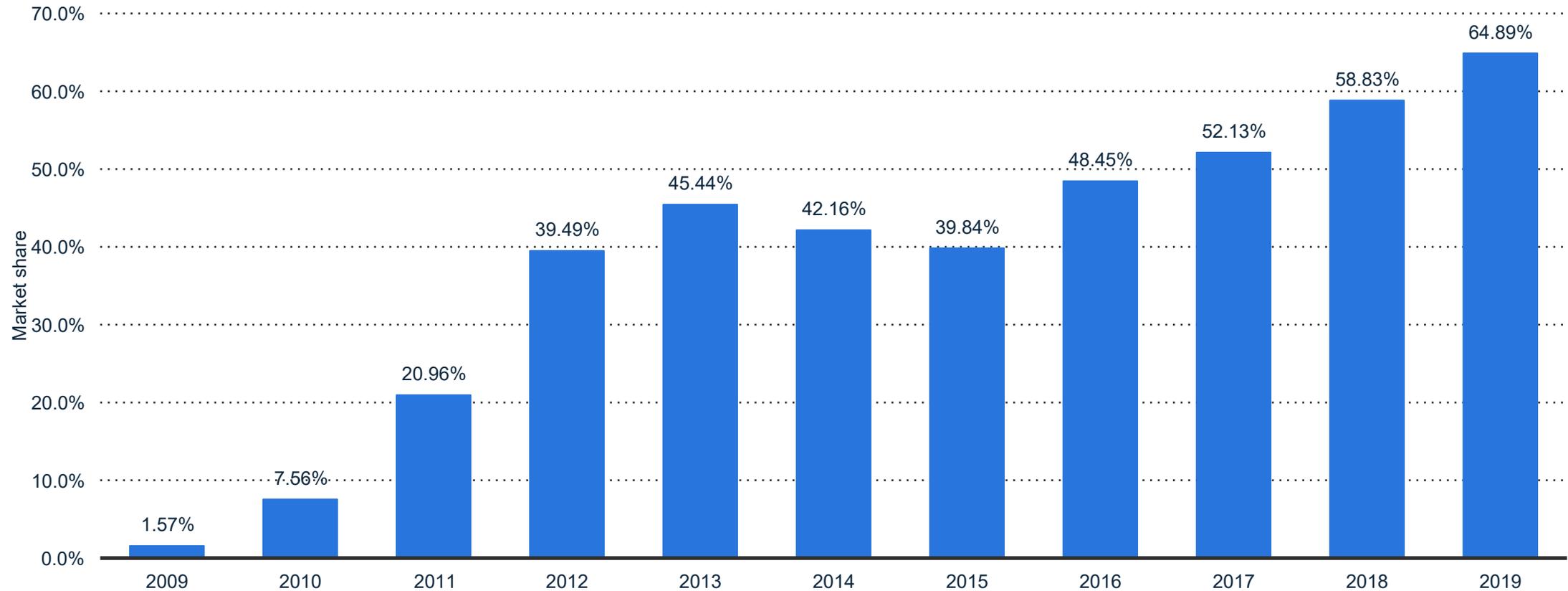
Source(s): eMarketer; Adsota; [ID 771572](#)

DIGITAL ADVERTISING IN VIETNAM

# Search advertising

# Share of Chrome in the browser market across Vietnam from 2009 to 2019

Share of Chrome in browser market in Vietnam 2009-2019



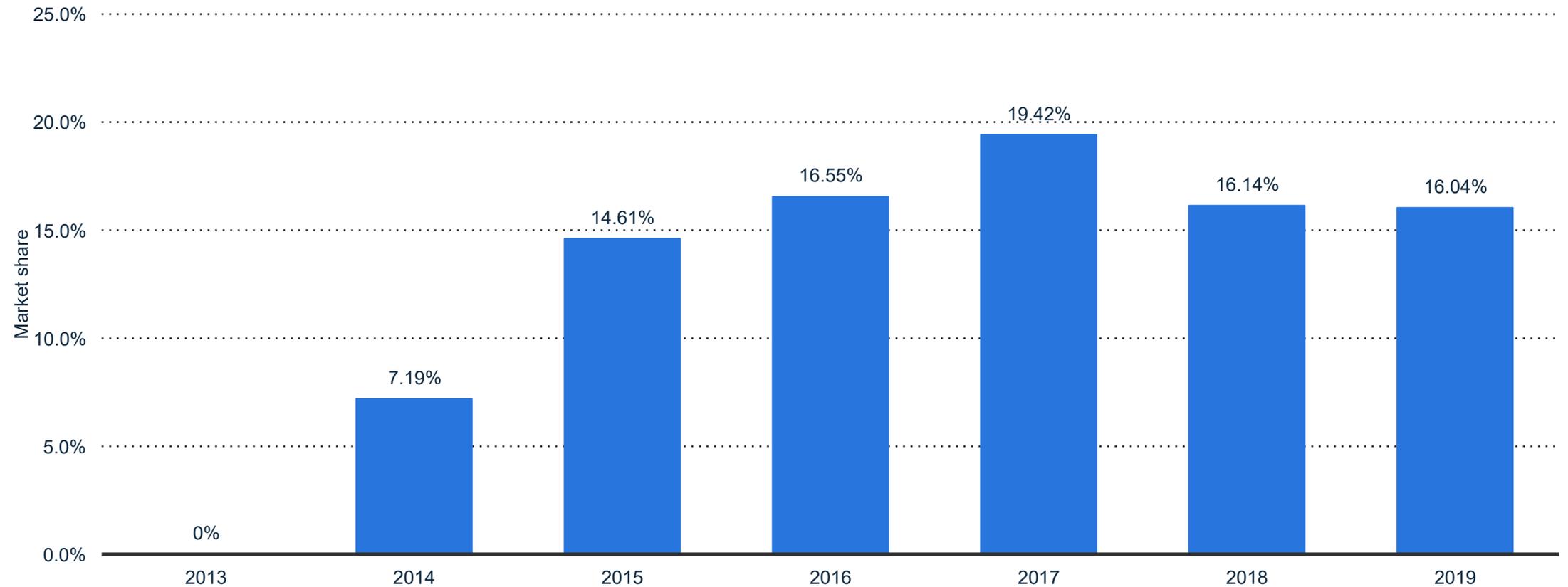
**Note:** Vietnam; 2009 to 2019; includes desktop, mobile, tablet, and console browsers

Further information regarding this statistic can be found on [page 39](#).

**Source(s):** StatCounter; [ID 941687](#)

# Share of Coc Coc in the browser market across Vietnam from 2013 to 2019

Share of Coc Coc in browser market in Vietnam 2013-2019



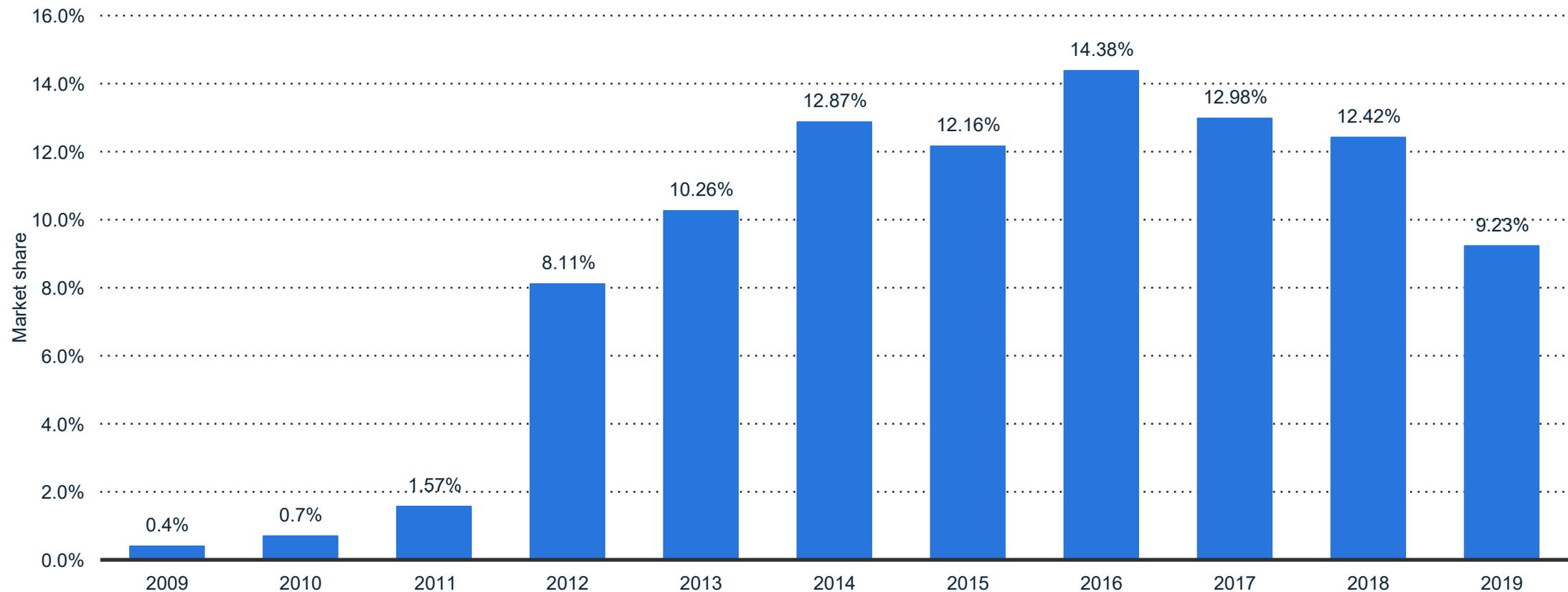
**Note:** Vietnam; 2013 to 2019; includes desktop, mobile, tablet, and console browsers

Further information regarding this statistic can be found on [page 40](#).

Source(s): StatCounter; [ID 941707](#)

# Share of Safari in the browser market across Vietnam from 2009 to 2019

Share of Safari in browser market in Vietnam 2009-2019



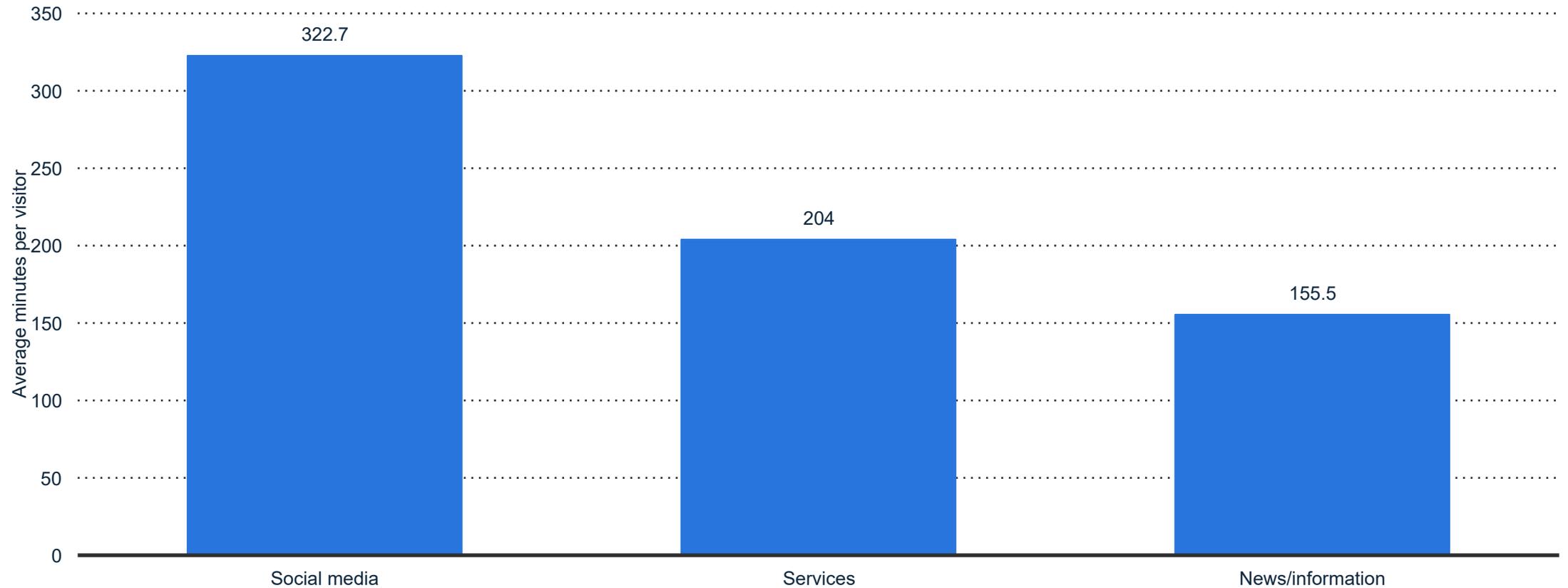
**Note:** Vietnam; 2009 to 2019; includes desktop, mobile, tablet, and console browsers

Further information regarding this statistic can be found on [page 41](#).

Source(s): StatCounter; [ID 941716](#)

# Average minutes per visitor of websites in Vietnam as of May 2019, by category

Average minutes per visitor of websites in Vietnam as of May 2019, by category



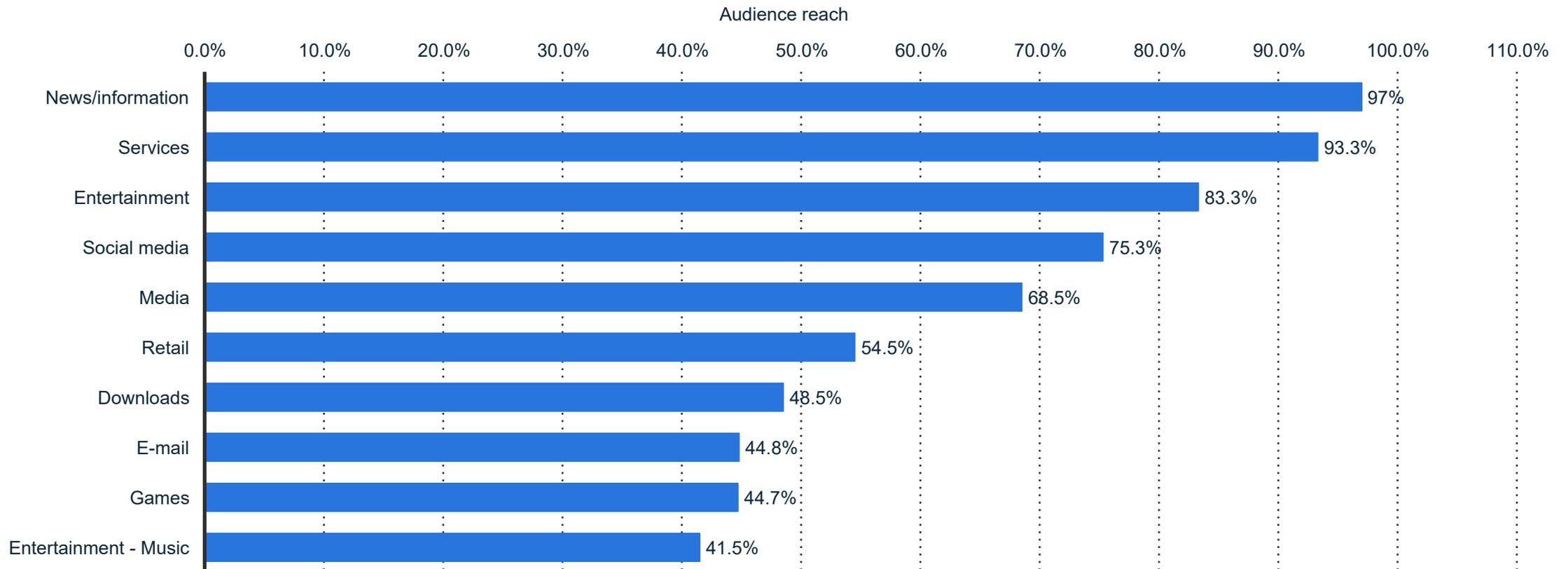
Note: Vietnam; May 2019

Further information regarding this statistic can be found on [page 42](#).

Source(s): comScore; [ID 1091276](#)

# Audience reach of websites in Vietnam as of May 2019, by category

Audience reach of websites in Vietnam as of May 2019, by category



Note: Vietnam; May 2019

Further information regarding this statistic can be found on [page 43](#).

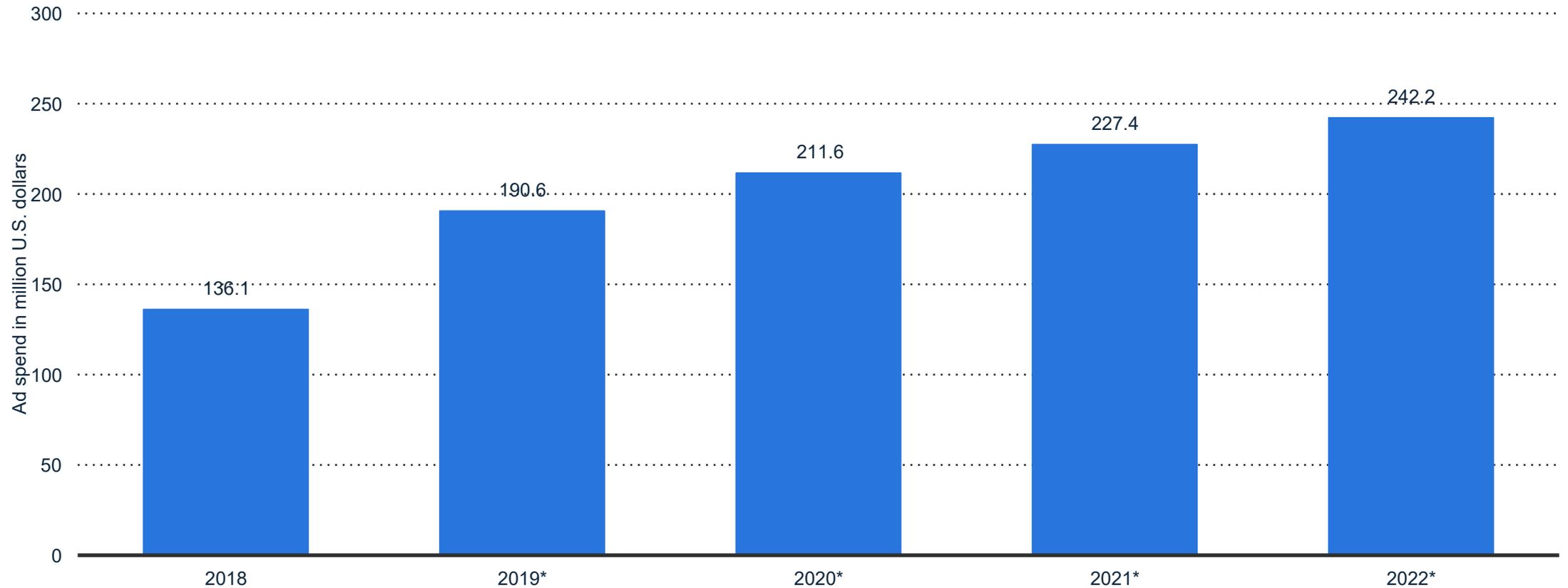
Source(s): comScore; [ID 1091303](#)

DIGITAL ADVERTISING IN VIETNAM

# Mobile advertising

# Mobile advertising expenditure in Vietnam as of September 2018 with forecasts until 2022 (in million U.S. dollars)

Mobile ad spending in Vietnam 2018-2022



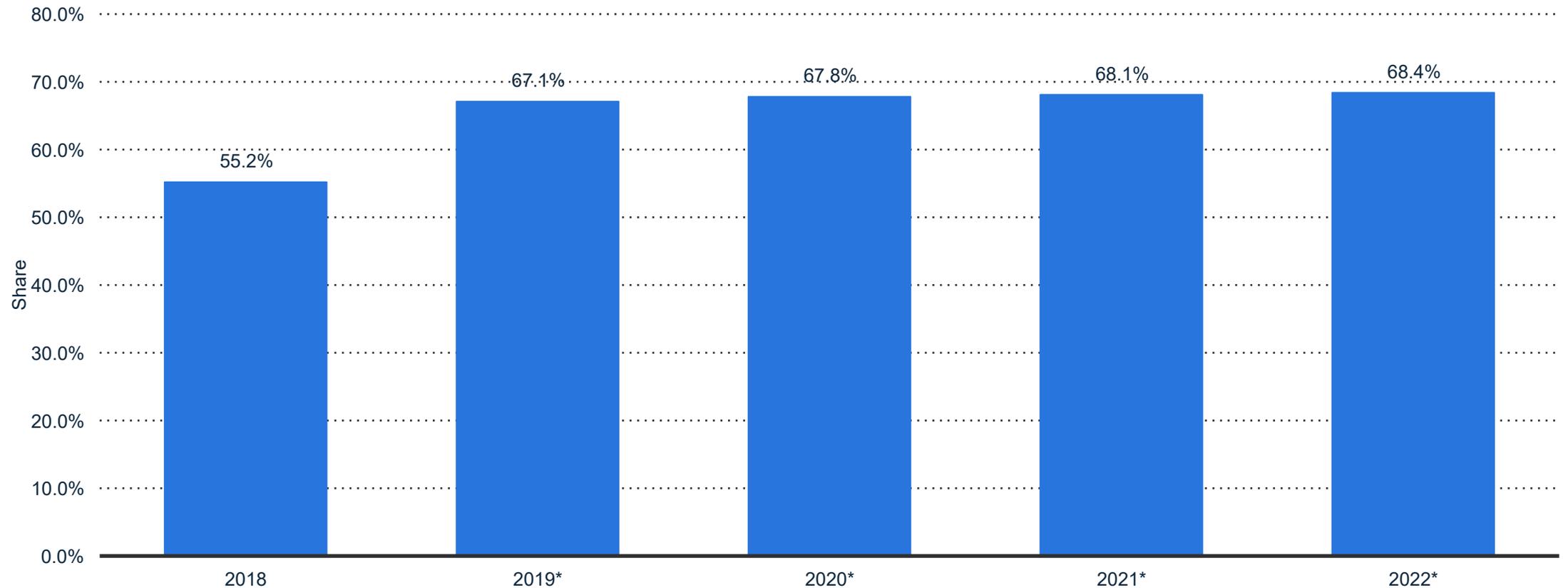
Note: Vietnam; September 2018

Further information regarding this statistic can be found on [page 44](#).

Source(s): eMarketer; LinkedIn; [ID 1092470](#)

# Share of mobile advertising expenditure in digital advertising expenditure in Vietnam in 2018 with forecasts until 2022 (in million U.S. dollars)

Mobile ad spending as share of digital ad spending in Vietnam 2018-2022



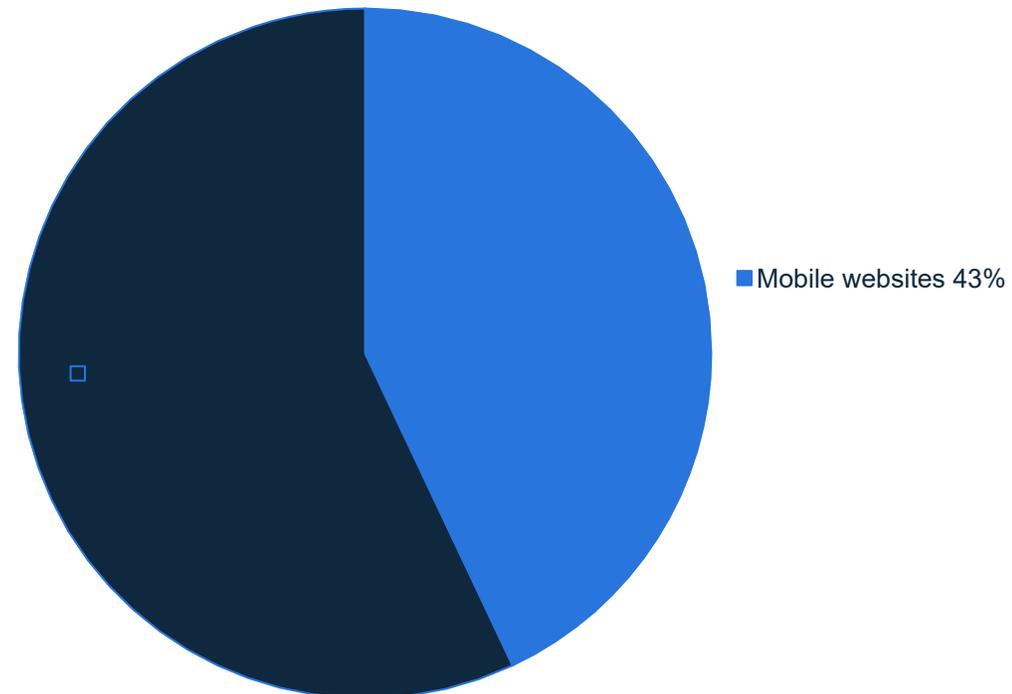
Note: Vietnam; 2018

Further information regarding this statistic can be found on [page 45](#).

Source(s): eMarketer; Adsota; [ID 1092482](#)

# Advertising inventory ratio of mobile websites and mobile applications in Vietnam in 2018

Ad space share of mobile web and mobile apps in Vietnam 2018



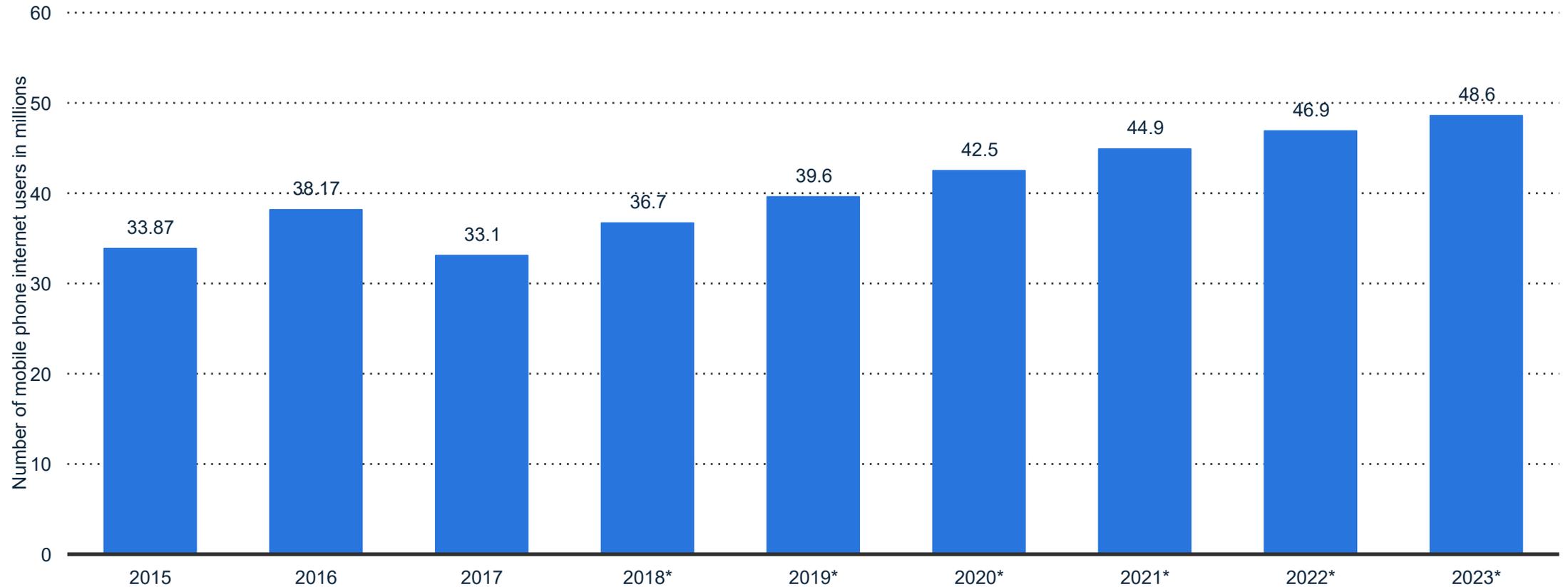
**Note:** Vietnam; 2018

Further information regarding this statistic can be found on [page 46](#).

**Source(s):** Adsota; Vpon; [ID\\_1102746](#)

# Number of mobile phone internet users in Vietnam from 2017 to 2023 (in millions)

Vietnam: mobile phone internet users 2017-2023



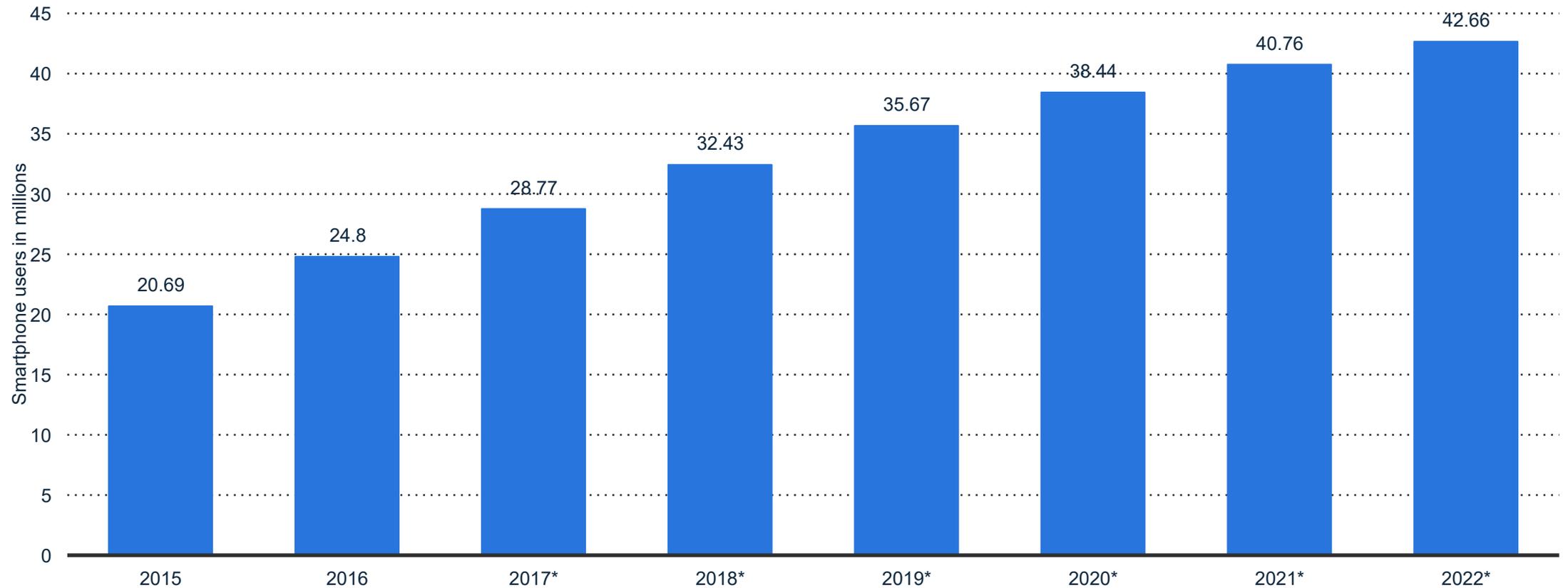
Note: Vietnam; 2017 to 2018

Further information regarding this statistic can be found on [page 47](#).

Source(s): Statista; Statista Digital Market Outlook; [ID 558889](#)

# Number of smartphone users in Vietnam from 2015 to 2022 (in millions)\*

Smartphone users in Vietnam 2015-2022



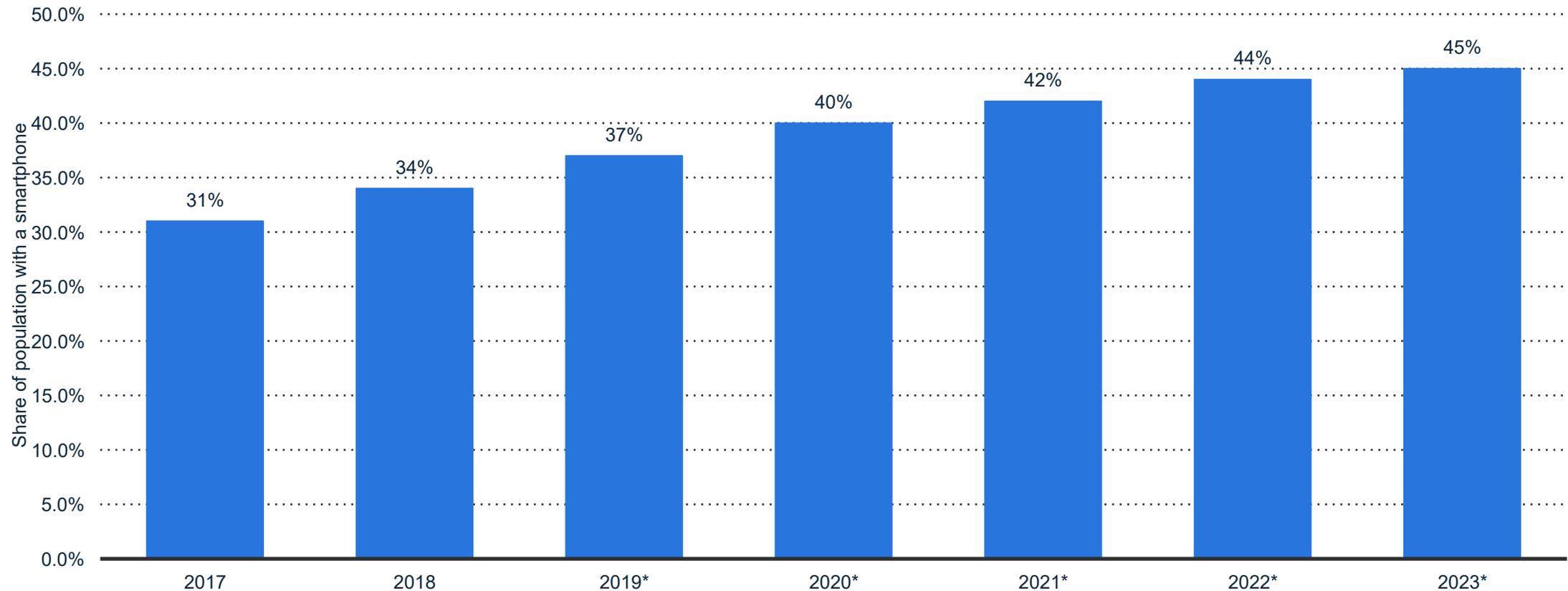
**Note:** Vietnam; 2015 to 2016; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 48](#).

**Source(s):** Statista Digital Market Outlook; [ID 467739](#)

# Smartphone penetration rate as share of the population in Vietnam from 2017 to 2023\*

Smartphone penetration as share of population in Vietnam 2017-2023



**Note:** Vietnam; 2017 to 2018; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 49](#).

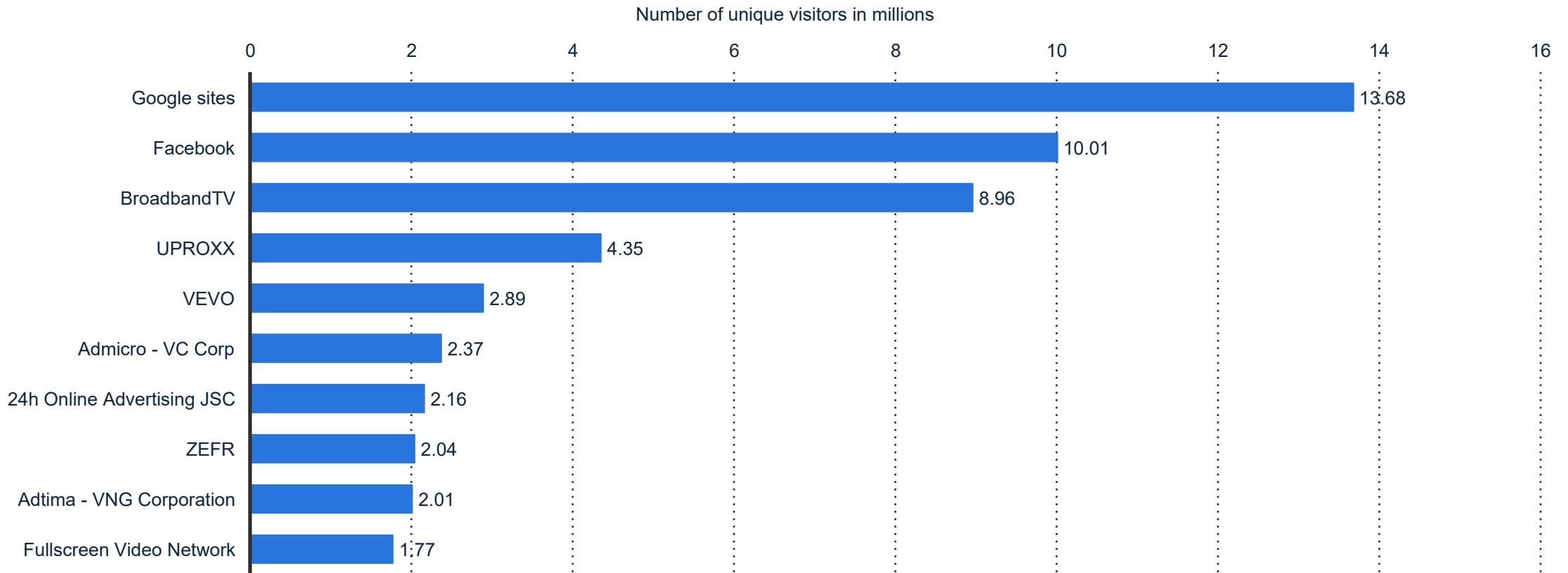
**Source(s):** Statista Digital Market Outlook; [ID 625458](#)

DIGITAL ADVERTISING IN VIETNAM

# Online video advertising

# Most popular video properties in Vietnam as of May 2019, by number of unique visitors (in millions)

Most visited video properties in Vietnam as of May 2019



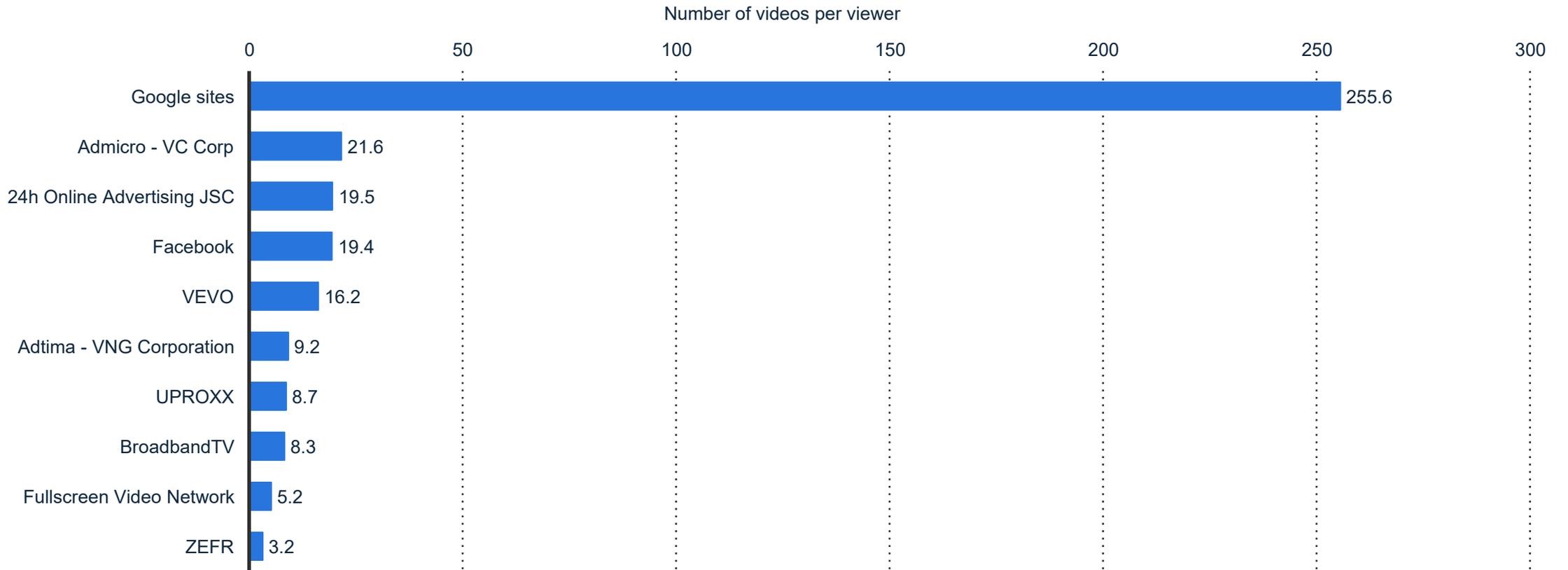
Note: Vietnam; May 2019

Further information regarding this statistic can be found on [page 50](#).

Source(s): comScore; [ID 1091244](#)

# Number of videos per viewer of leading video properties in Vietnam as of May 2019

Number of videos per viewer of leading video properties in Vietnam as of May 2019



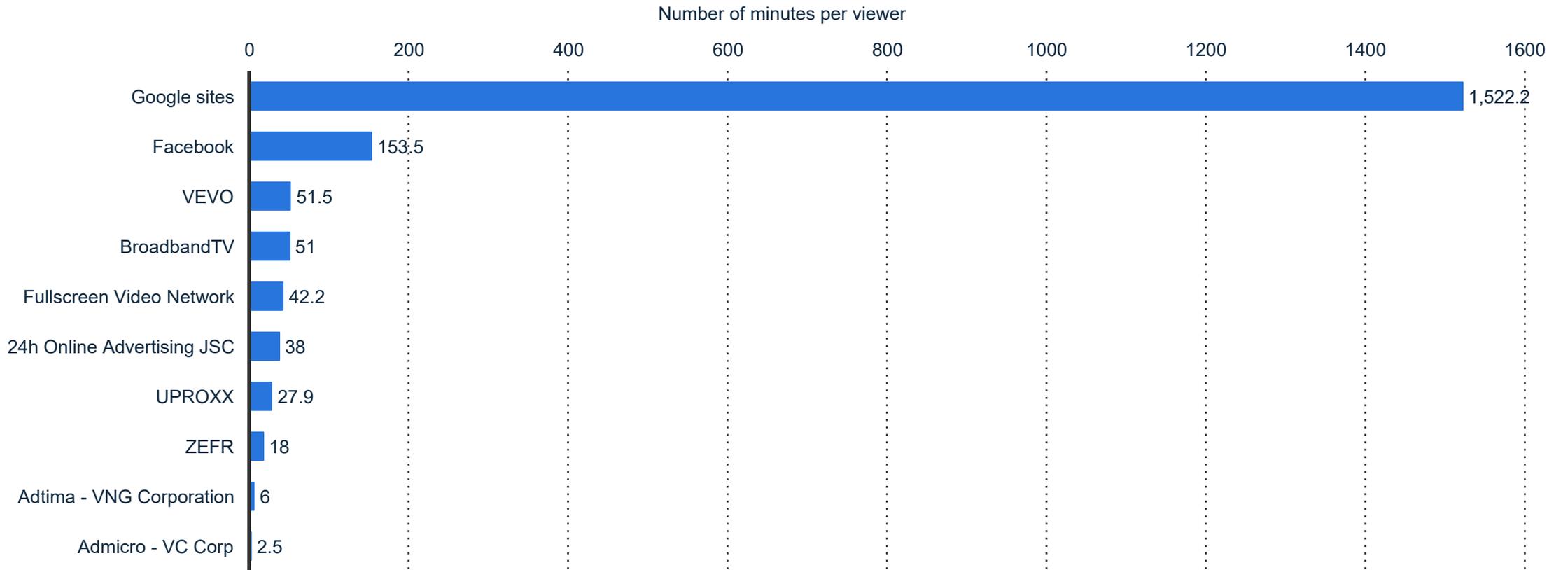
Note: Vietnam; May 2019

Further information regarding this statistic can be found on [page 51](#).

Source(s): comScore; [ID 1091264](#)

# Number of minutes per viewer of leading video properties in Vietnam as of May 2019

Number of minutes per viewer of leading video properties in Vietnam as of May 2019



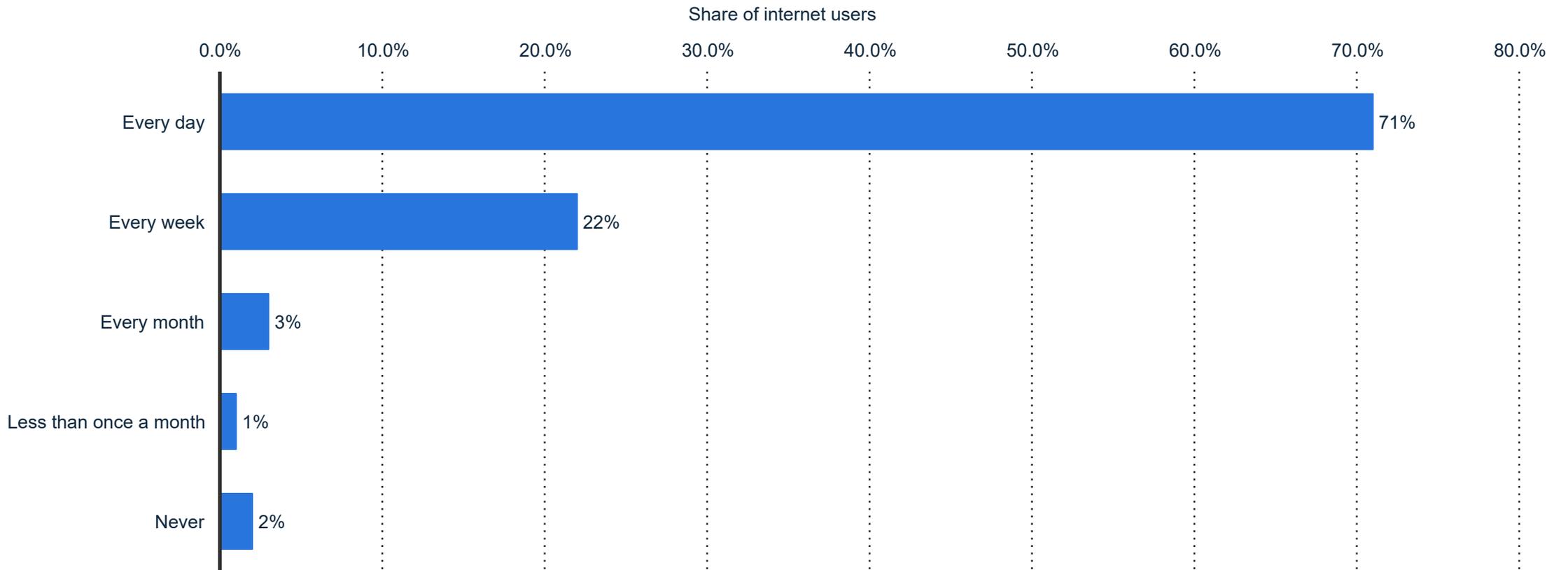
Note: Vietnam; May 2019

Further information regarding this statistic can be found on [page 52](#).

Source(s): comScore; [ID 1091270](#)

# Frequency of watching online videos among internet users in Vietnam as of January 2018

Frequency of watching online videos among internet users in Vietnam 2018



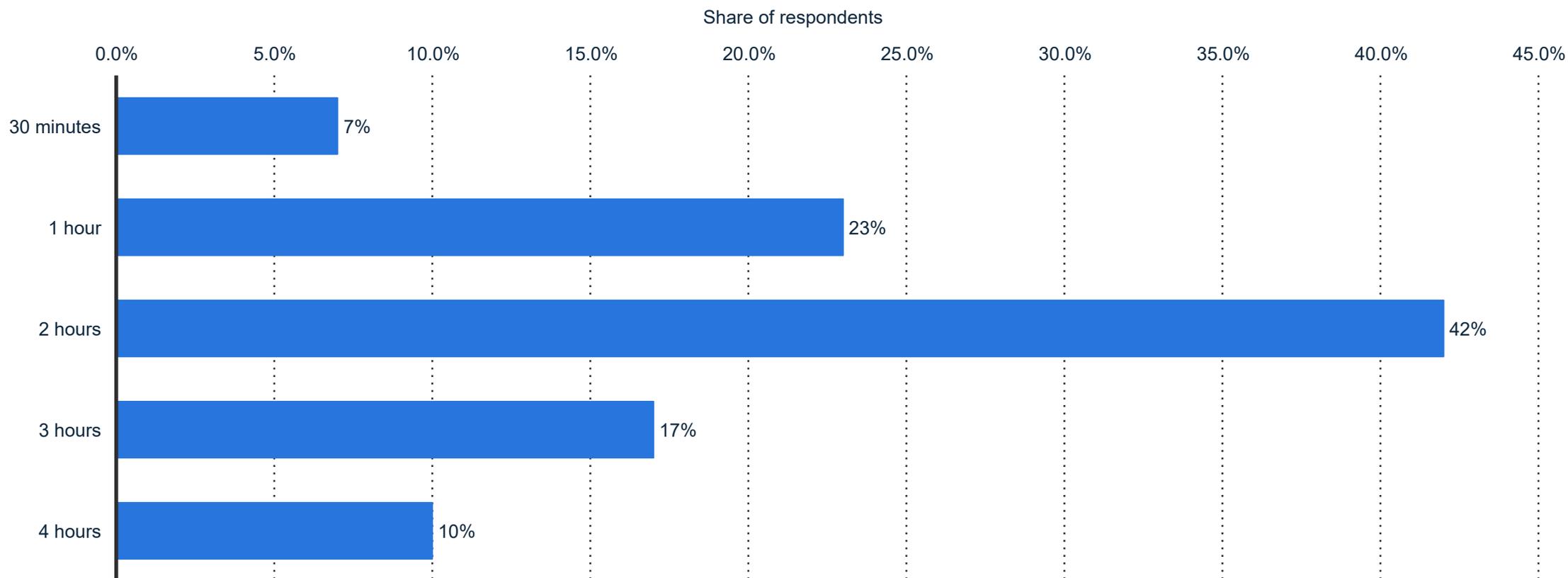
Note: Vietnam; January 2018; among internet users

Further information regarding this statistic can be found on [page 53](#).

Source(s): We Are Social; Google; Hootsuite; [ID 804086](#)

# Average time spent on video streaming services among respondents in Vietnam in 2020

Average time spent on video streaming services in Vietnam 2020



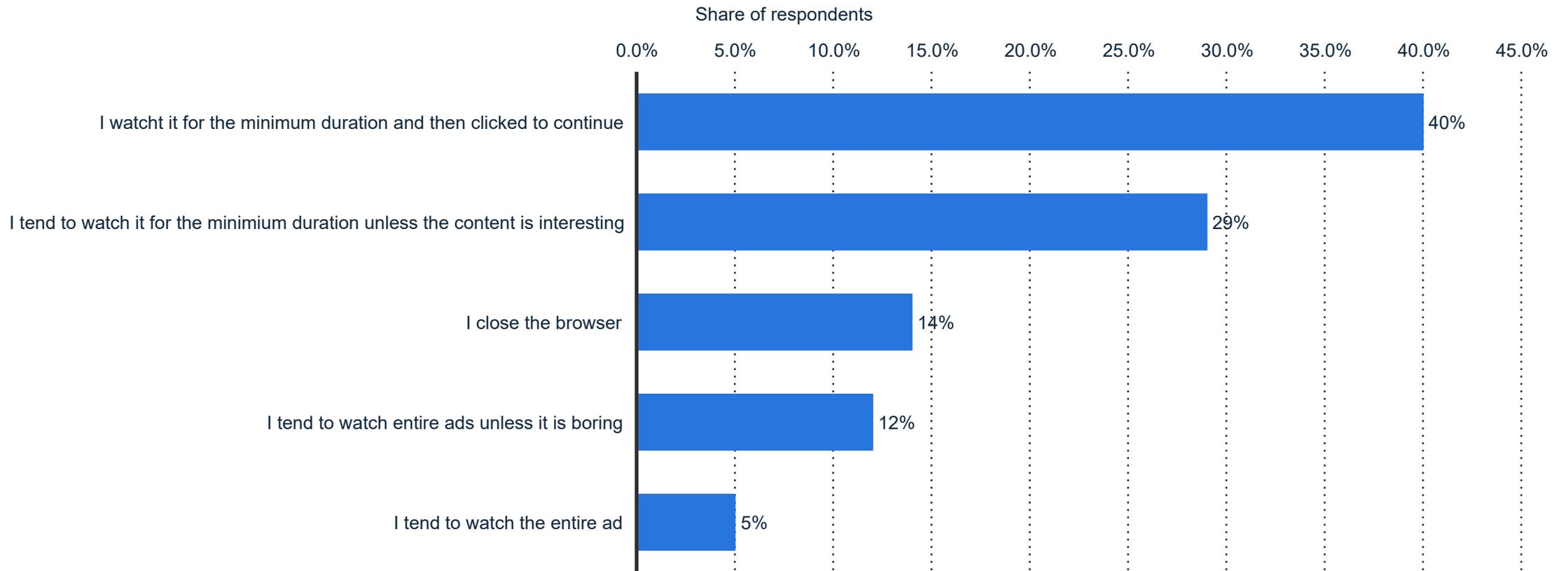
**Note:** Vietnam; February 2020; 20-49 years; 202 Respondents; among respondents who were aware of video streaming services

Further information regarding this statistic can be found on [page 54](#).

Source(s): Q&Me; [ID 1102654](#)

# Actions taken when encountering online video advertisements among respondents in Vietnam in 2019

Reaction towards online video ads among Vietnamese 2019



Note: Vietnam; May 2019; 18-47 years; 860 Respondents

Further information regarding this statistic can be found on [page 55](#).

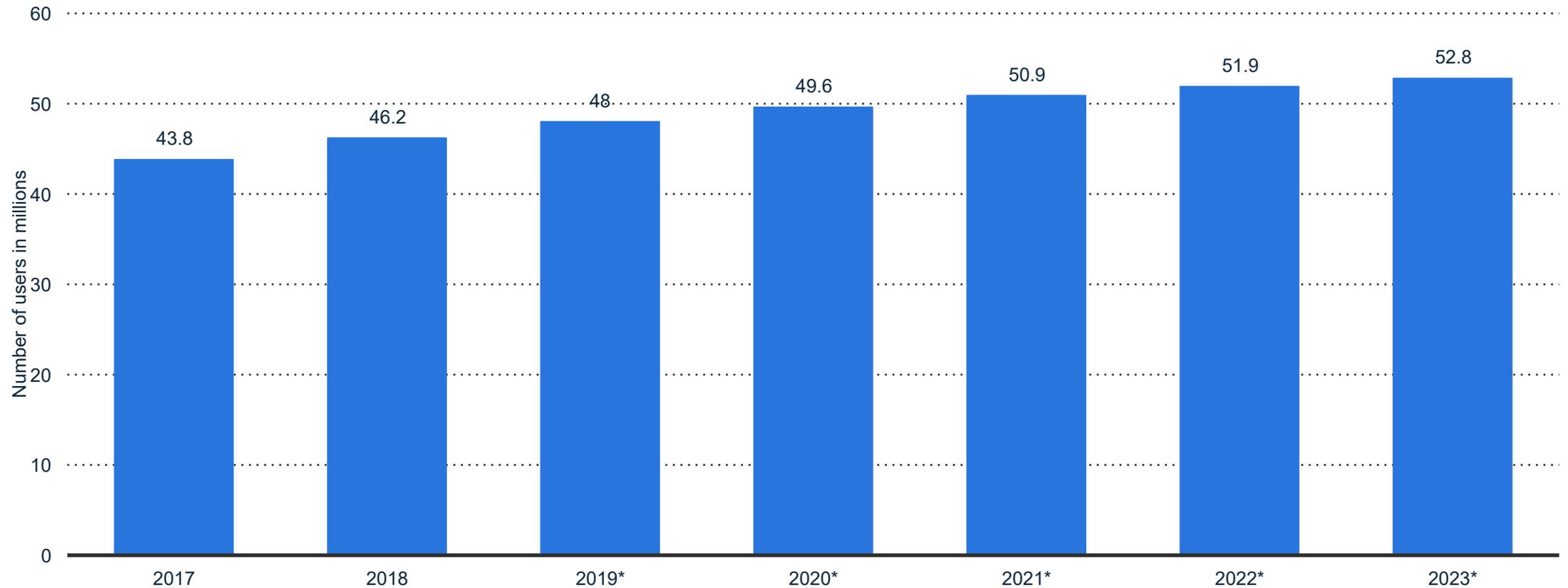
Source(s): Q&Me; [ID 1103261](#)

DIGITAL ADVERTISING IN VIETNAM

# Social media advertising

# Number of social network users in Vietnam from 2017 to 2023 (in millions)

Vietnam: number of social network users 2017-2023



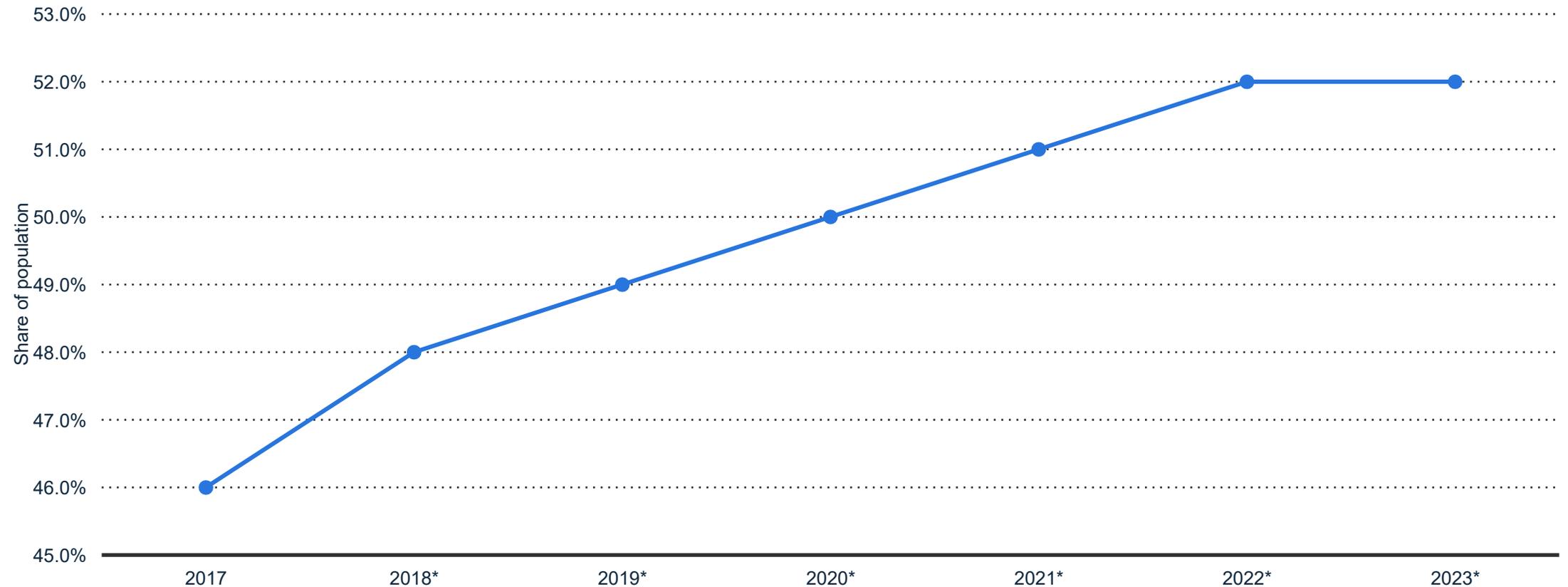
**Note:** Vietnam; 2017 to 2018; internet users who use a social network site via any device at least once per month

Further information regarding this statistic can be found on [page 56](#).

**Source(s):** Statista; Statista Digital Market Outlook; [ID 489217](#)

# Social network user penetration in Vietnam from 2017 to 2023

Vietnam social media user penetration 2017-2023



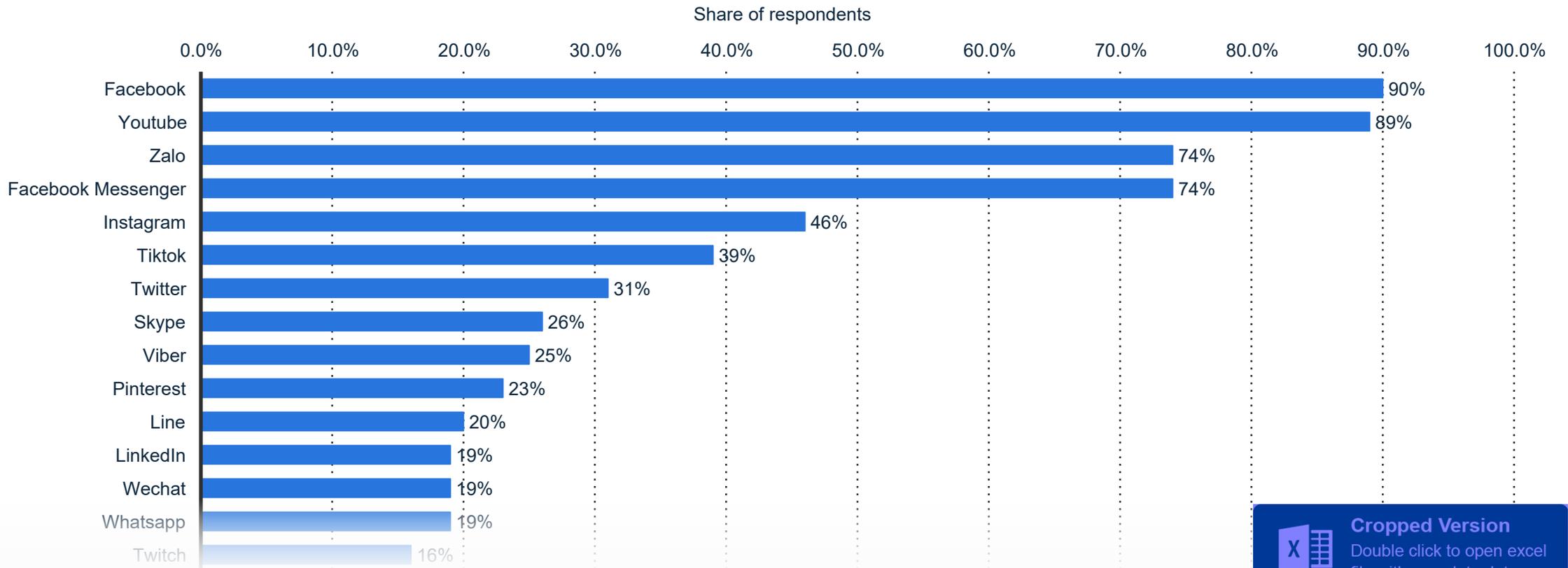
Note: Vietnam; 2017 to 2018

Further information regarding this statistic can be found on [page 57](#).

Source(s): Statista; Statista Digital Market Outlook; [ID 490415](#)

# Leading active social media platforms among internet users in Vietnam as of 3rd quarter of 2019

## Leading social media platforms in Vietnam in 2019

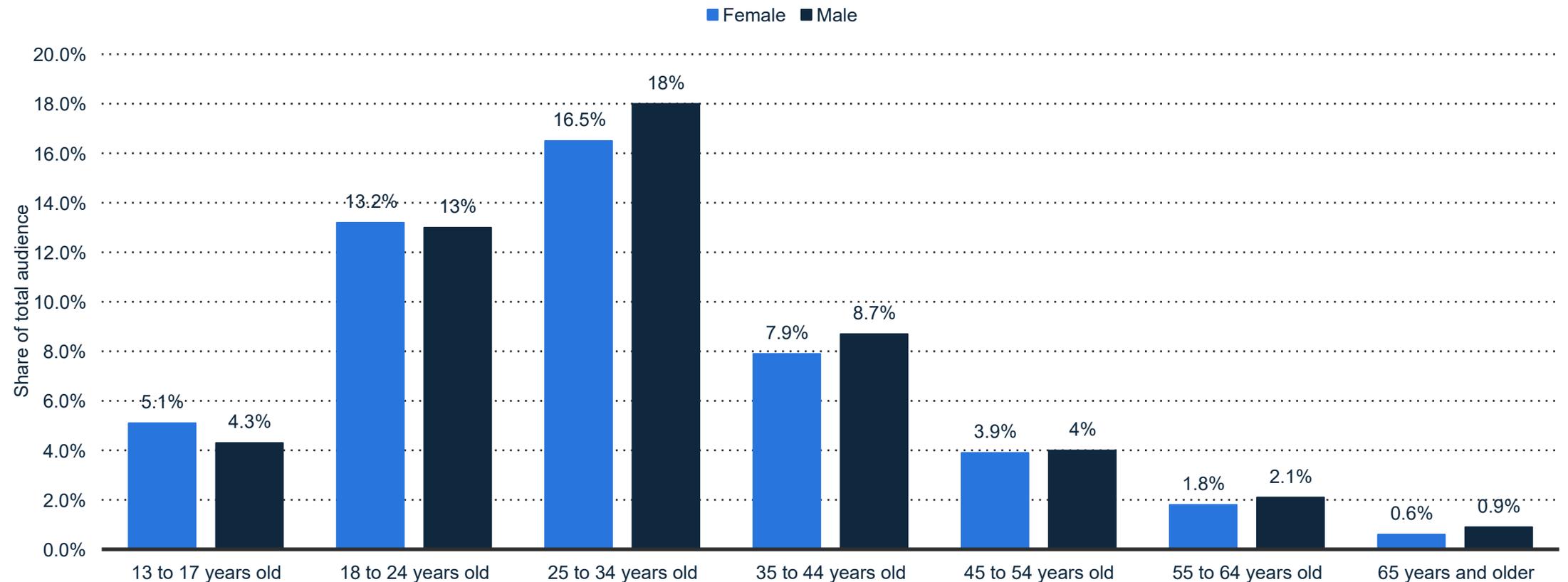


 **Cropped Version**  
Double click to open excel file with complete data

**Note:** Vietnam; Q3 2019; 16-64 years; among internet users  
Further information regarding this statistic can be found on [page 58](#).  
**Source(s):** Hootsuite; We Are Social; GlobalWebIndex; [ID 941843](#)

# Age and gender breakdown of advertising audience across Facebook, Instagram and Facebook Messenger in Vietnam as of January 2020

Share of total social media advertising audience Vietnam 2020, by age and gender



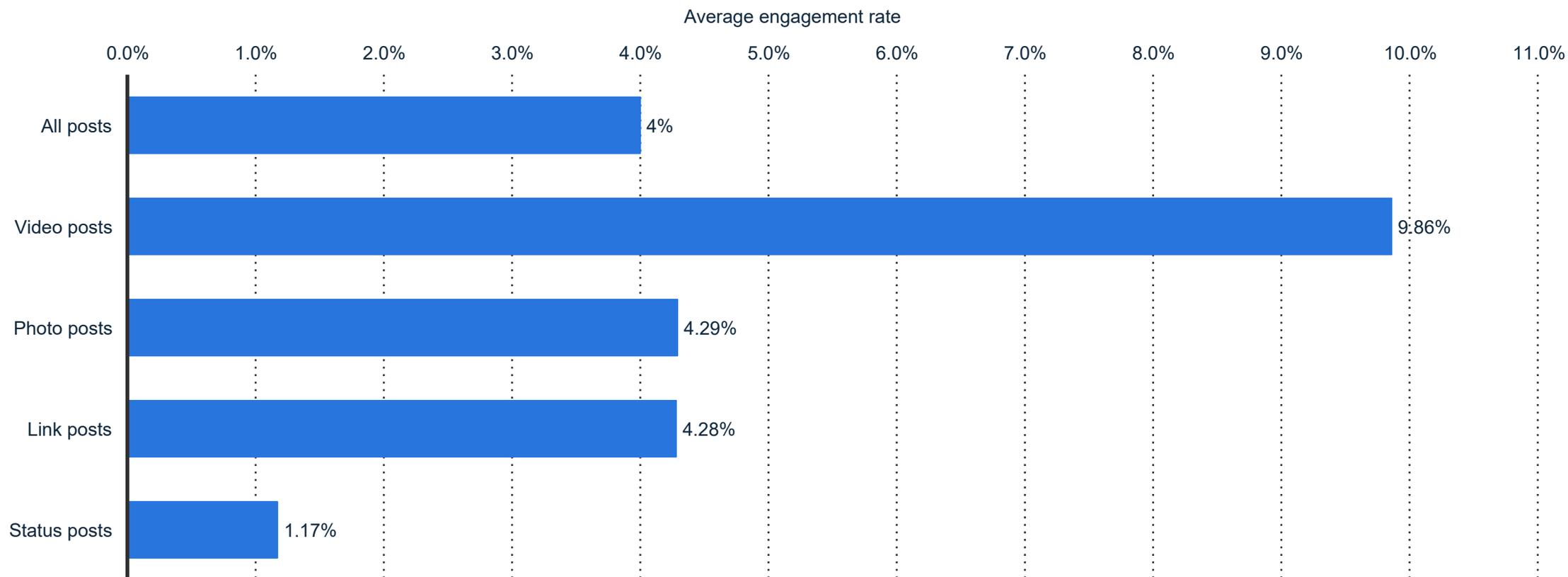
**Note:** Vietnam; January 2020; based on active users of Facebook, Instagram and/or Facebook Messenger

Further information regarding this statistic can be found on [page 59](#).

**Source(s):** We Are Social; Hootsuite; GlobalWebIndex; [ID 1103111](#)

# Average Facebook post engagement rates in Vietnam as of January 2020, by post type

Facebook post engagement rates in Vietnam 2020, by post type



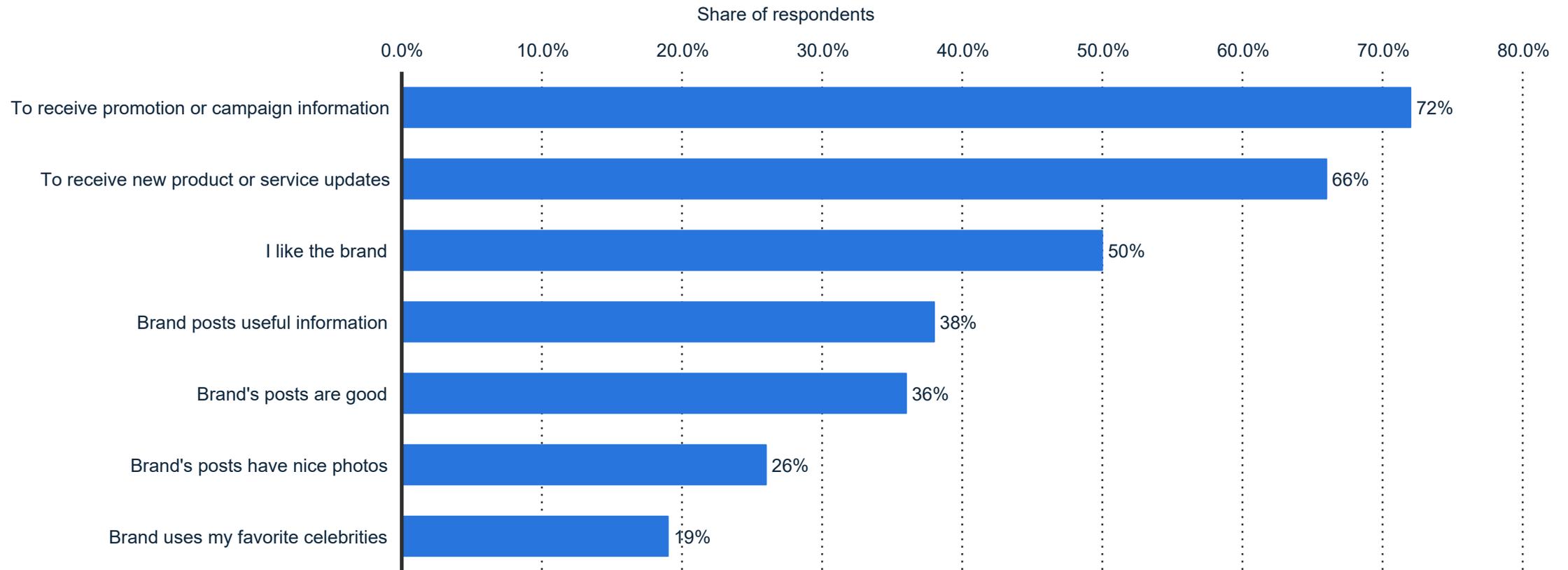
Note: Vietnam; January 2020

Further information regarding this statistic can be found on [page 60](#).

Source(s): We Are Social; Locowise; Hootsuite; [ID 804087](#)

# Main reasons to follow brands on Facebook among Vietnamese in 2019

Main reasons to follow brands on Facebook in Vietnam 2019



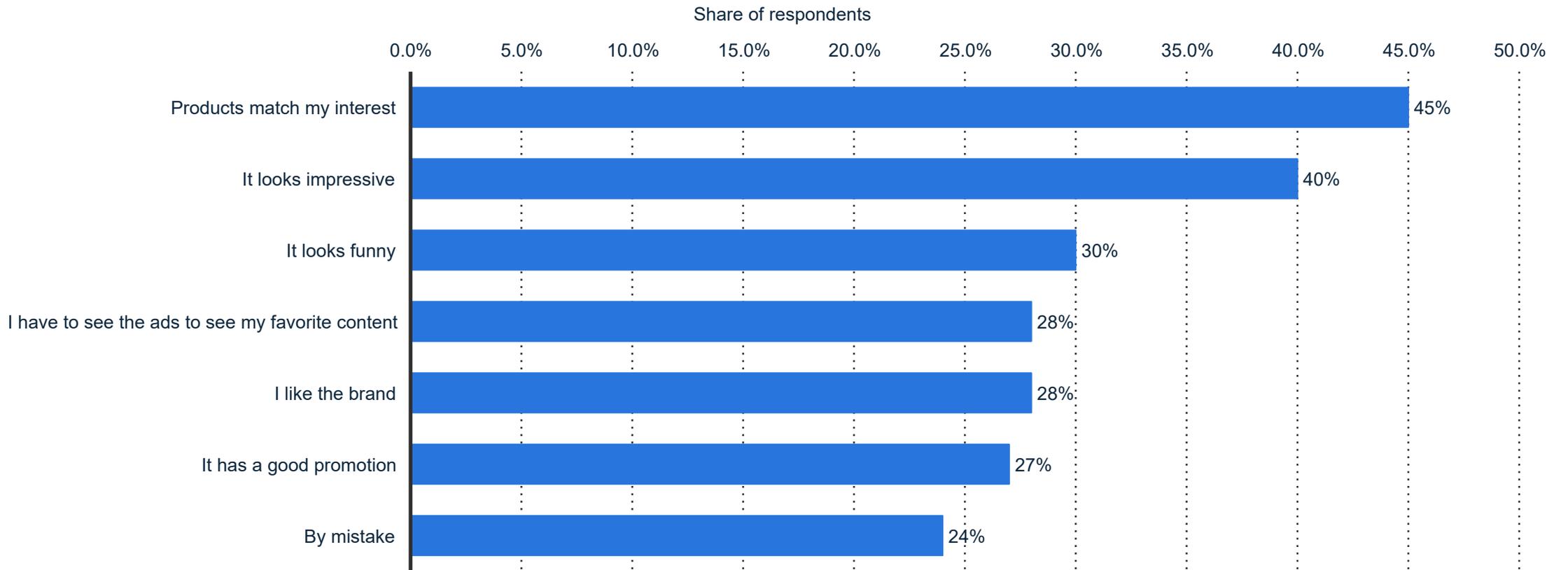
**Note:** Vietnam; May 2019; 18-44 years; 525 Respondents; among respondents that use Facebook and follow a brand

Further information regarding this statistic can be found on [page 61](#).

Source(s): Q&Me; [ID\\_1015603](#)

# Main reasons for clicking on Facebook online advertisements among respondents in Vietnam in 2019

Main reasons to click on Facebook ads among Vietnamese 2019



**Note:** Vietnam; May 2019; 18-47 years; 553 Respondents; among respondents that have clicked on Facebook ads in the past seven days

Further information regarding this statistic can be found on [page 62](#).

Source(s): Q&Me; [ID 1103209](#)

DIGITAL ADVERTISING IN VIETNAM

# References

# Total media advertising expenditure in Vietnam in 2018 with forecasts until 2022 (in billion U.S. dollars)

## Total media ad spend in Vietnam 2018-2022

### Source and methodology information

Source(s)	eMarketer; Adsota
Conducted by	eMarketer
Survey period	2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Adsota
Publication date	February 2020
Original source	Vietnam Digital Advertising Report H2 2019, page 16
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast.</i>

### Description

As of September 2018, the total online media advertising spending amounted to approximately 1.2 billion U.S. dollars in Vietnam. Vietnam's advertising market accounted for a small share in Asia compared to other markets, given that the ad spending in the Asia Pacific region reached about 194.48 billion U.S. dollars in the same year. Media advertising in Vietnam For the past years, advertising spending in Vietnam has been highest for television and newspapers. Television advertising is highly used by consumer goods brands. In comparison to other Asia Pacific countries, the cost of a 30-second commercial during primetime in Vietnam is relatively low. TV advertising has been growing constantly in Vietnam although TV ad spend growth in the Asia Pacific region has decreased overall. However, newspaper and magazine advertising spending remained stagnant. Notably, outdoor and internet advertising have increased significantly. Online advertising Digital advertising spend was forecasted to reach over 300 million U.S. dollars in 2020. With an increasing internet adoption and a rising number of social network users, social media and online video advertising in particular hold promising opportunities for marketers and advertisers. This is especially useful as social media and online video go hand in hand. For instance, Facebook has the highest engagement for video posts while other social networks like Instagram and TikTok showed the success and popularity of short video formats.

[Back to statistic](#)

# Growth of total media advertising expenditure in Vietnam as of September 2018 with forecasts until 2022 (in billion U.S. dollars)

## Growth of media ad spend in Vietnam 2018-2022

### Source and methodology information

Source(s)	eMarketer; LinkedIn
Conducted by	eMarketer
Survey period	September 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	LinkedIn
Publication date	April 2019
Original source	Total Media Ad Spending Vietnam 2018-2022
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

As of September 2018, total advertising spending grew by six percent in Vietnam, reaching about 1.2 billion U.S. dollars. Vietnam's advertising market accounted for a small share in Asia compared to other markets given that the ad spend in the Asia Pacific region reached about 194.48 billion U.S. dollars in the same year .

[Back to statistic](#)

# Digital advertising expenditure in Vietnam from 2015 to 2018 with forecasts until 2020 (in million U.S. dollars)

## Digital ad spending in Vietnam 2015-2020

### Source and methodology information

Source(s)	Website (phanmemninja.com)
Conducted by	Website (phanmemninja.com)
Survey period	2015 to 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (phanmemninja.com)
Publication date	October 2019
Original source	phanmemninja.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

In 2018, digital advertising expenditure amounted to approximately 255.8 million U.S. dollars. In that year, mobile ad spend accounted for about 55.2 percent.

[Back to statistic](#)

# Digital advertising expenditure share of total media advertising expenditure in Vietnam in 2018 with forecasts until 2022

## Digital ad spend share of total media ad spend in Vietnam 2018-2022

### Source and methodology information

Source(s)	eMarketer; Adsota
Conducted by	eMarketer
Survey period	2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Adsota
Publication date	February 2020
Original source	Vietnam Digital Advertising Report H2 2019, page 16
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast.</i>

### Description

In 2018, digital ad spend accounted for 20.5 percent of total media ad spend in Vietnam. For 2022, the digital advertising spending share in Vietnam was projected to reach approximately 24.7 percent of total media ad spending. In that year, total media ad spend amounted to about 1.2 billion U.S. dollars .

[Back to statistic](#)

# Share of Chrome in the browser market across Vietnam from 2009 to 2019

## Share of Chrome in browser market in Vietnam 2009-2019

### Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2009 to 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	includes desktop, mobile, tablet, and console browsers
Published by	StatCounter
Publication date	January 2020
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source did not provide a date of publication. The date used here is the access date.</i>

### Description

In 2019, Chrome accounted for a share of 64.89 percent in the browser market. In that year, this was followed by Coc Coc (16.04 percent), Safari (9.23 percent) and Firefox (2.98 percent) among other browsers.

[Back to statistic](#)

# Share of Coc Coc in the browser market across Vietnam from 2013 to 2019

## Share of Coc Coc in browser market in Vietnam 2013-2019

### Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2013 to 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	includes desktop, mobile, tablet, and console browsers
Published by	StatCounter
Publication date	January 2020
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source did not provide a date of publication. The date used here is the access date.</i>

### Description

In 2019, Coc Coc accounted for a share of 16.04 percent in the browser market. In that year, this was followed by Safari (9.23 percent) and Firefox (2.98 percent) among other browsers.

[Back to statistic](#)

# Share of Safari in the browser market across Vietnam from 2009 to 2019

## Share of Safari in browser market in Vietnam 2009-2019

### Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2009 to 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	includes desktop, mobile, tablet, and console browsers
Published by	StatCounter
Publication date	January 2020
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source did not provide a date of publication. The date used here is the access date.</i>

### Description

In 2019, Safari accounted for a share of 9.23 percent in the browser market. In that year, this was followed by Firefox (2.98 percent) among other browsers. Chrome held the highest share with 64.89 percent.

[Back to statistic](#)

# Average minutes per visitor of websites in Vietnam as of May 2019, by category

Average minutes per visitor of websites in Vietnam as of May 2019, by category

## Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	August 2019
Original source	State of Digital in Vietnam, page 7
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

## Description

As of May 2019, visitors spent on average 322.7 minutes on social media sites. For 2019, the number of internet users in Vietnam was estimated at 59.2 million .

[Back to statistic](#)

# Audience reach of websites in Vietnam as of May 2019, by category

Audience reach of websites in Vietnam as of May 2019, by category

## Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	August 2019
Original source	State of Digital in Vietnam, page 7
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

## Description

As of May 2019, news and information sites had the highest audience reach with 93.3 percent. For 2019, the number of internet users in Vietnam was estimated at 59.2 million .

[Back to statistic](#)

# Mobile advertising expenditure in Vietnam as of September 2018 with forecasts until 2022 (in million U.S. dollars)

## Mobile ad spending in Vietnam 2018-2022

### Source and methodology information

Source(s)	eMarketer; LinkedIn
Conducted by	eMarketer
Survey period	September 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	LinkedIn
Publication date	April 2019
Original source	Total Media Ad Spending Vietnam 2018-2022
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

As of September 2018, mobile advertising spending amounted to approximately 136.1 million U.S. dollars. Vietnam's advertising market accounted for a small share in Asia compared to other markets given that the ad spend in the Asia Pacific region reached about 194.48 billion U.S. dollars in the same year .

[Back to statistic](#)

# Share of mobile advertising expenditure in digital advertising expenditure in Vietnam in 2018 with forecasts until 2022 (in million U.S. dollars)

Mobile ad spending as share of digital ad spending in Vietnam 2018-2022

## Source and methodology information

Source(s)	eMarketer; Adsota
Conducted by	eMarketer
Survey period	2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Adsota
Publication date	February 2020
Original source	Vietnam Digital Advertising Report H2 2019, page 20
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast.</i>

## Description

In 2018, mobile advertising accounted for 55.2 percent of the digital ad spend in Vietnam. In that year, total media ad spend in Vietnam amounted to 1.2 billion U.S. dollars .

[Back to statistic](#)

# Advertising inventory ratio of mobile websites and mobile applications in Vietnam in 2018

## Ad space share of mobile web and mobile apps in Vietnam 2018

### Source and methodology information

Source(s)	Adsota; Vpon
Conducted by	Vpon
Survey period	2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Adsota
Publication date	February 2020
Original source	Vietnam digital advertising report H2 2019, page 27
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

In 2018, 57 percent of the mobile advertising space belonged to mobile apps in Vietnam. In that year, mobile advertising expenditure amounted to approximately 136.1 million U.S. dollars .

[Back to statistic](#)

# Number of mobile phone internet users in Vietnam from 2017 to 2023 (in millions)

Vietnam: mobile phone internet users 2017-2023

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Mobile phone users of any age who access the internet from a mobile browser or an installed app at least once per month</i>

## Description

The statistic shows the number of mobile internet users in Vietnam from 2017 to 2023. In 2017, 33.1 million people accessed the internet through their mobile phone. In 2023, this figure is projected to amount to 48.6 million mobile phone internet users.

[Back to statistic](#)

# Number of smartphone users in Vietnam from 2015 to 2022 (in millions)\*

Smartphone users in Vietnam 2015-2022

## Source and methodology information

Source(s)	Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2015 to 2016
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	Statista
Publication date	July 2017
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast</i>

## Description

For 2017, the number of smartphone users in Vietnam was estimated to reach approximately 28.77 million. This indicated that around 31 percent of the population used a smartphone at this time, with this share predicted to rise to 40 percent by 2021. Smartphone market in Vietnam In 2020, the leading mobile vendor was Apple with a market share of 35.56 percent, followed by Samsung with a market share of 31.12 percent. Although Vietnamese companies produce their own smartphones, citizens prefer to buy recognized foreign brands. The ownership rate of smartphones in urban areas was 95 percent while the ownership rate for smartphones in rural areas was 69 percent. Mobile internet in Vietnam The number of mobile cellular subscriptions in Vietnam reached about 140.64 million in 2018. Mobile internet penetration is high as it is relatively affordable and fast. Viettel Group is one of Vietnam's leading telecommunications providers. In 2019, Viettel generated a net revenue of about 1.58 billion U.S. dollars.

[Back to statistic](#)

# Smartphone penetration rate as share of the population in Vietnam from 2017 to 2023\*

## Smartphone penetration as share of population in Vietnam 2017-2023

### Source and methodology information

Source(s)	Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	Statista
Publication date	February 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast figures for 2017 to 2022.</i>

### Description

The statistic depicts the smartphone penetration in Vietnam as share of the population from 2017 to 2023. In 2018, 34 percent of the population in Vietnam used a smartphone.

[Back to statistic](#)

# Most popular video properties in Vietnam as of May 2019, by number of unique visitors (in millions)

## Most visited video properties in Vietnam as of May 2019

### Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	August 2019
Original source	State of Digital in Vietnam, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

### Description

As of May 2019, Google sites had 13.68 million unique visitors, followed by Facebook sites with 10.01 million unique visitors. For 2019, the number of internet users in Vietnam was estimated at 59.2 million .

[Back to statistic](#)

# Number of videos per viewer of leading video properties in Vietnam as of May 2019

Number of videos per viewer of leading video properties in Vietnam as of May 2019

## Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	August 2019
Original source	State of Digital in Vietnam, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

## Description

As of May 2019, viewers watched on average 255.6 videos on Google sites. During that period, Google sites had around 13.68 unique visitors and about 3.5 billion videos on their platform.

[Back to statistic](#)

# Number of minutes per viewer of leading video properties in Vietnam as of May 2019

Number of minutes per viewer of leading video properties in Vietnam as of May 2019

## Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	August 2019
Original source	State of Digital in Vietnam, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures have been rounded.</i>

## Description

As of May 2019, viewers spent on average 1522.2 minutes to watch videos on Google sites. During that period, Google sites had around 13.68 unique visitors and about 3.5 billion videos on their platform.

[Back to statistic](#)

# Frequency of watching online videos among internet users in Vietnam as of January 2018

## Frequency of watching online videos among internet users in Vietnam 2018

### Source and methodology information

Source(s)	We Are Social; Google; Hootsuite
Conducted by	We Are Social; Google
Survey period	January 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	among internet users
Published by	We Are Social; Hootsuite
Publication date	January 2018
Original source	Digital in 2018: Southeast Asia Part 2 - Northwest, page 120
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures are based on responses to a survey.</i>

### Description

This statistic displays the share of internet users that watch online videos in Vietnam as of January 2018, by frequency. As of this date, around 71 percent of internet users in Vietnam watch online videos every day.

[Back to statistic](#)

# Average time spent on video streaming services among respondents in Vietnam in 2020

## Average time spent on video streaming services in Vietnam 2020

### Source and methodology information

Source(s)	Q&Me
Conducted by	Q&Me
Survey period	February 2020
Region(s)	Vietnam
Number of respondents	202
Age group	20-49 years
Special characteristics	among respondents who were aware of video streaming services
Published by	Q&Me
Publication date	March 2020
Original source	Vietnam video streaming market study, slide 7
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

In 2020, approximately 42 percent of respondents in Vietnam spent around two hours on video streaming services. In the same survey, respondents stated that they used smartphones as their main video streaming device.

[Back to statistic](#)

# Actions taken when encountering online video advertisements among respondents in Vietnam in 2019

## Reaction towards online video ads among Vietnamese 2019

### Source and methodology information

Source(s)	Q&Me
Conducted by	Q&Me
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	860
Age group	18-47 years
Special characteristics	<i>n.a.</i>
Published by	Q&Me
Publication date	October 2019
Original source	Vietnamese social media and online ads 2019, page 21
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

In a survey conducted among Vietnamese citizens, 40 percent of respondents stated that they watched the minimum duration of an online ad and then clicked to continue, while only five percent claimed that they watched the entire ad. In the same survey, respondents indicated that they were highly irritated by unexpected pop-up ads.

[Back to statistic](#)

# Number of social network users in Vietnam from 2017 to 2023 (in millions)

Vietnam: number of social network users 2017-2023

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	internet users who use a social network site via any device at least once per month
Published by	Statista
Publication date	February 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	* <i>Forecast</i>

## Description

This statistic shows the number of social network users in Vietnam from 2017 to 2023. In 2021, it is estimated that there will be around 50.9 million social network users in the country, up from 52.8 million in 2017.

[Back to statistic](#)

# Social network user penetration in Vietnam from 2017 to 2023

Vietnam social media user penetration 2017-2023

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2018
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast Individuals who use a social network via any device at least once per month</i>

## Description

This statistic presents the social networking reach in Vietnam from 2017 to 2023. In 2017, 46 percent of the population in the country accessed social media. In 2019, this share is projected to reach 49 percent.

[Back to statistic](#)

# Leading active social media platforms among internet users in Vietnam as of 3rd quarter of 2019

## Leading social media platforms in Vietnam in 2019

### Source and methodology information

Source(s)	Hootsuite; We Are Social; GlobalWebIndex
Conducted by	GlobalWebIndex
Survey period	Q3 2019
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	16-64 years
Special characteristics	among internet users
Published by	We Are Social; Hootsuite
Publication date	February 2020
Original source	Digital 2020: Vietnam, page 42
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

According to a survey among internet users aged between 16 and 64 years, 90 percent of respondents stated that they used Facebook, followed by YouTube and Zalo. While Facebook and YouTube are known globally, Zalo is Vietnam's premier chatting platform that was launched in 2012. Social media usage in Vietnam The number of social network users in Vietnam was forecasted to reach about 52.8 million by 2023. Facebook and Zalo were primarily used to follow brands and to inquire about brand services . Meanwhile, YouTube was mainly used to stream videos of kids and music channels and to follow the YouTube channels of celebrities such as Son Tung M-TP, a famous singer in Vietnam. Zalo Zalo was created by Quang Khai, current executive vice president of Vietnamese technology company VNG Corporation, and it had reached over 100 million users worldwide. Zalo provides free messaging, voice messaging, individual or in group calls, allowing users to send media files as well as calendar functions and private groups. It also has a diary function for users to post emotions and upload photos. On average, people send about 900 million messages, deliver around 45 million pictures and make 50 million minutes of calls every day.

[Back to statistic](#)

# Age and gender breakdown of advertising audience across Facebook, Instagram and Facebook Messenger in Vietnam as of January 2020

Share of total social media advertising audience Vietnam 2020, by age and gender

## Source and methodology information

Source(s)	We Are Social; Hootsuite; GlobalWebIndex
Conducted by	GlobalWebIndex
Survey period	January 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	based on active users of Facebook, Instagram and/or Facebook Messenger
Published by	We Are Social; Hootsuite
Publication date	February 2020
Original source	Digital 2020: Vietnam, page 40
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

As of January 2020, advertising across Facebook, Instagram and Facebook Messenger has reached 16.5 percent of females and 18 percent of males among users aged between 25 and 34 years. At that time, Facebook was the most used social media platform.

[Back to statistic](#)

# Average Facebook post engagement rates in Vietnam as of January 2020, by post type

## Facebook post engagement rates in Vietnam 2020, by post type

### Source and methodology information

Source(s)	We Are Social; Locowise; Hootsuite
Conducted by	We Are Social; Locowise
Survey period	January 2020
Region(s)	Vietnam
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	We Are Social; Hootsuite
Publication date	February 2020
Original source	Digital 2020: Vietnam, page 47
Website URL	<a href="#">visit the website</a>
Notes:	<i>Engagement rates compare the number of people who interacted with a post to the total number of unique users to whom that post was served, regardless of whether those users were fans of the page that time.</i>

### Description

As of January 2020, Facebook video posts had the highest engagement rate in Vietnam, with an average engagement rate of around 9.86 percent. In that period, Facebook was the most used social media platform in Vietnam.

[Back to statistic](#)

# Main reasons to follow brands on Facebook among Vietnamese in 2019

## Main reasons to follow brands on Facebook in Vietnam 2019

### Source and methodology information

Source(s)	Q&Me
Conducted by	Q&Me
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	525
Age group	18-44 years
Special characteristics	among respondents that use Facebook and follow a brand
Published by	Q&Me
Publication date	June 2019
Original source	Survey about social network importance for brand/services in Vietnam 2019, page 5
Website URL	<a href="#">visit the website</a>

Notes: *The survey was conducted nationwide among female and male respondents between 18 and 44 years old in May 2019 to understand the social usage among Vietnamese as brand information source and contact source. Original question: "What are the reasons for following a brand page via Facebook?"*

### Description

The statistic shows the results of a survey conducted in May 2019 about the main reasons to follow brands on Facebook among Vietnamese. During the period examined, 72 percent of the respondents stated to follow a brand via Facebook to receive information about promotions and campaigns.

[Back to statistic](#)

# Main reasons for clicking on Facebook online advertisements among respondents in Vietnam in 2019

## Main reasons to click on Facebook ads among Vietnamese 2019

### Source and methodology information

Source(s)	Q&Me
Conducted by	Q&Me
Survey period	May 2019
Region(s)	Vietnam
Number of respondents	553
Age group	18-47 years
Special characteristics	among respondents that have clicked on Facebook ads in the past seven days
Published by	Q&Me
Publication date	October 2019
Original source	Vietnamese social media and online ads 2019, page 16
Website URL	<a href="#">visit the website</a>
Notes:	<i>Original question: Please choose a reason why you clicked on the ad.</i>

### Description

In a survey conducted among Vietnamese residents, 45 percent of respondents stated that one reason to click on an online ad was that the product matched their interest. Nevertheless, some respondents also indicated that they had to click on the ad to see their favorite content afterwards while some respondents clicked on one by mistake.

[Back to statistic](#)