



HAVAS
Commerce

PURCHASING POWER OBSERVATORY

INSIDE
COMPLEXITY



About Havas Group

We are unique

We have created the most exciting and integrated agency model, designed to give clients a new kind of agility, cultural connectivity and access to the best industry talent with supporting from Group

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HAVAS Creative Network

HAVAS CX

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ONE MISSION ONE P&L ONE DEDICATED TEAM ONE WAY OF WORKING



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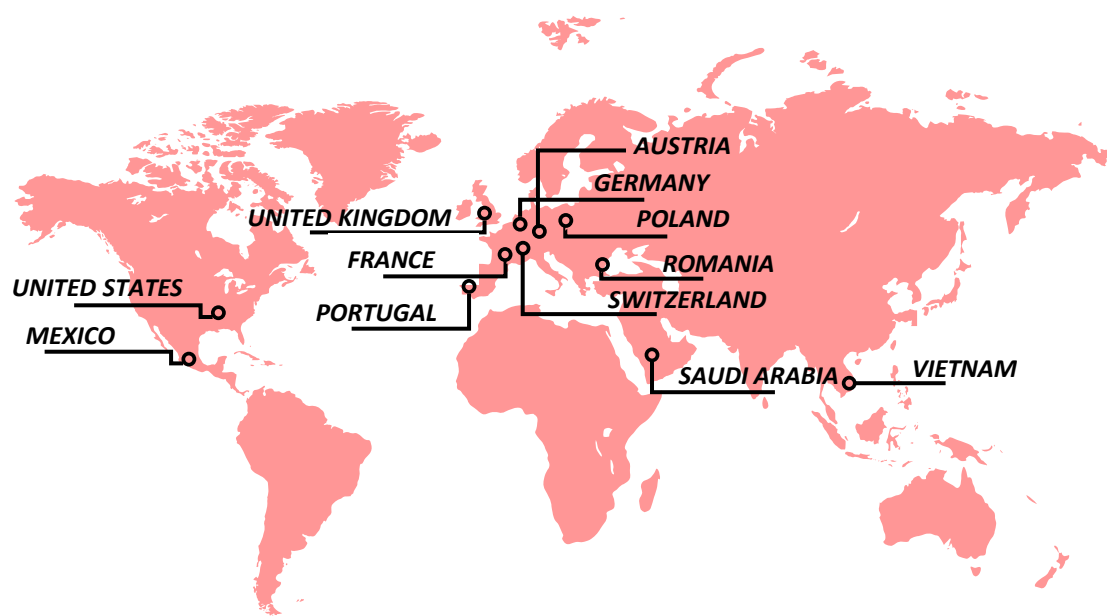
Email: vietnam@havas.com

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01

Methodology

Global Methodology



Sample of 9017 individuals representative of the countries population (France, Portugal, Germany, Switzerland, Romania, UK, US, Poland, Saudi Arabia, Mexico, Vietnam, Austria) aged 18 and older. The sample was formed using the quota method, based on criteria such as gender, age, socio-professional category, and region of residence.



The sample was surveyed using an online CAWI (Computer Assisted Web Interview) questionnaire.



The interviews were conducted between July 10th and July 30th.

Vietnam Methodology



Sample of 1001 individuals representative of the Vietnam population aged 18 and older. The sample was formed using the quota method, based on criteria such as gender, age, socio-professional category, and region of residence.



The sample was surveyed using an online CAWI (Computer Assisted Web Interview) questionnaire.



The interviews were conducted between July 10th and July 30th 2025

Sample



	Gender	%
	Female	50%
	Male	50%
	Other	0%



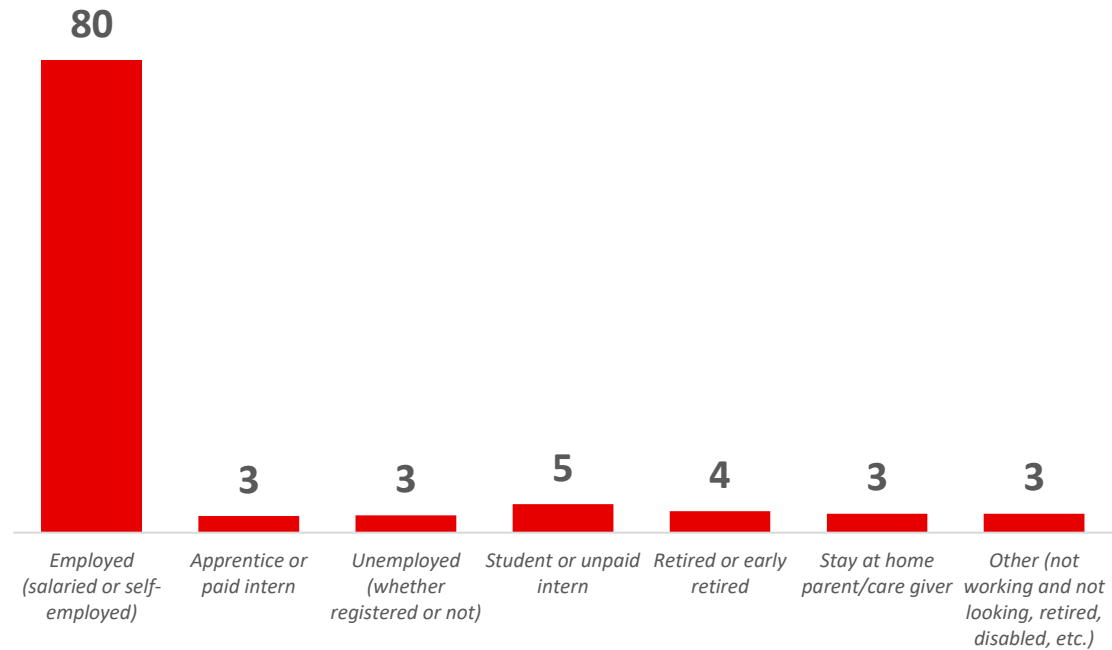
	Age range	%
	18-24 years old	15%
	25-34 years old	28%
	35-44 years old	22%
	45-54 years old	19%
	55-64 years old	14%
	More than 64 years old	3%



	Income Range	%
	Working class	14%
	Lower middle class	30%
	Middle class	32%
	Upper middle class	16%
	Above wealth threshold	8%

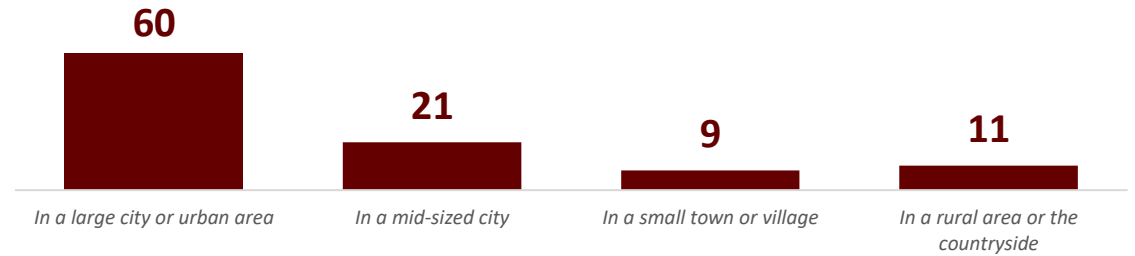
Sample

Professional status

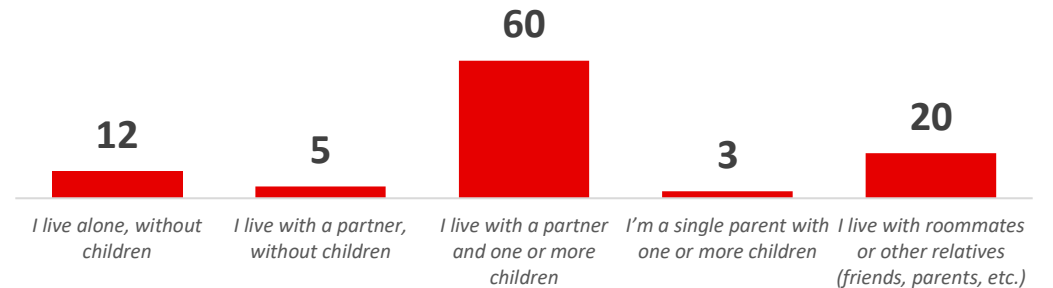


Base: Vietnamese consumers (1001)
 Q3: What is your current professional status?
 Q5: Where do you mainly live?
 Q6: Which of the following best describes your household?

Geographic distribution



Household composition



02

Results

The study delves into

1 Purchasing power and how consumers are adapting

2 Price and value perception

3 Shopping behavior and decision-making strategies

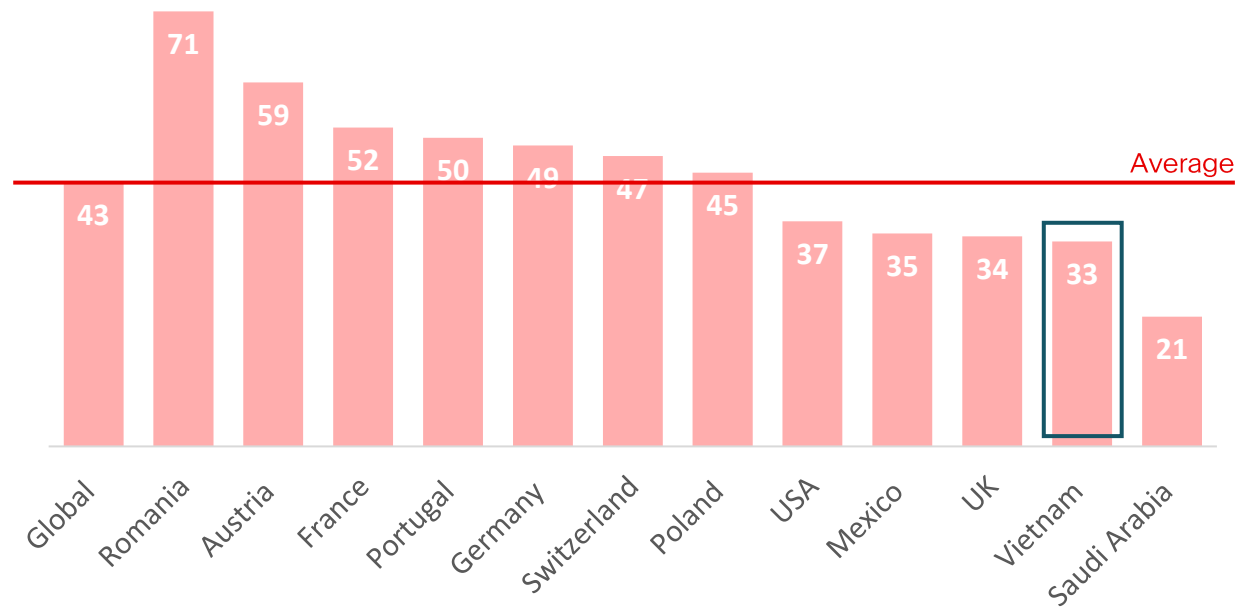
4 Expectations toward private label brands

Purchasing power & how consumers are adapting

In Vietnam, inflation remains the top cause of pressure but less than globally, while income drops and stagnant wages weigh far more heavily than elsewhere, a reversal of the global pattern.

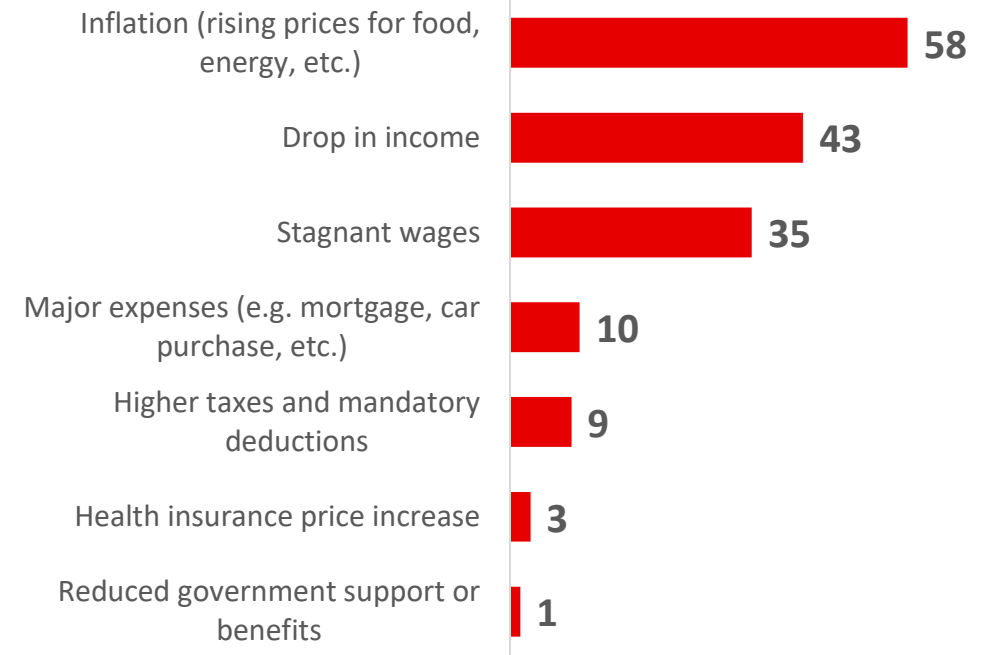
Purchasing power evolution

Total "decreased"



Base: Vietnamese consumers (1001)
Q7: Compared to 2024, has your purchasing power...?

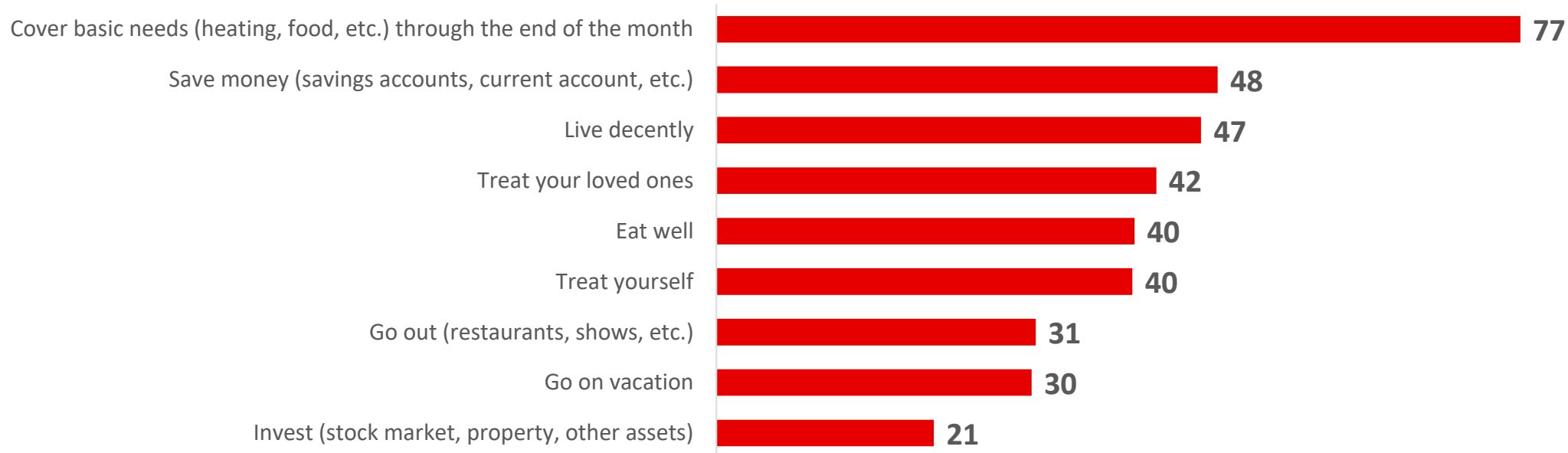
Causes of decreased purchasing power



Base: Vietnamese consumers facing reduced purchasing power (334)
Q8: What are the main reasons?

Even with that pressure, households display slack: 77% cover basics, 48% manage to save (vs 38% global), and many still afford small treats and decent living.

Purchasing power

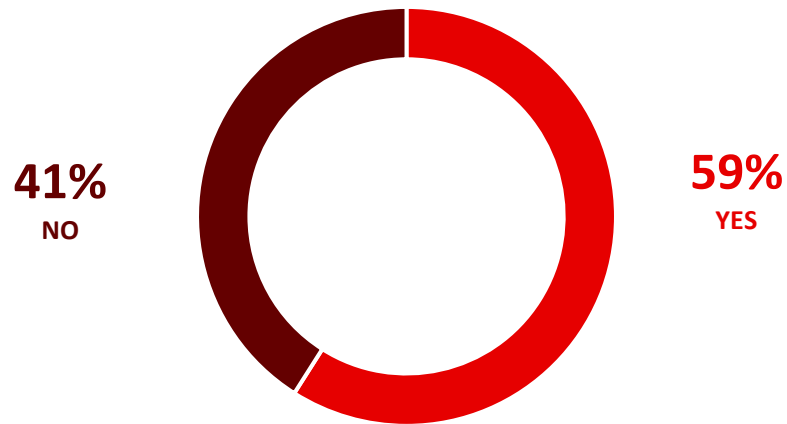


Base: Vietnamese consumers (1001)

Q9: Today, would you say your purchasing power allows you to... ? Please check all that apply.

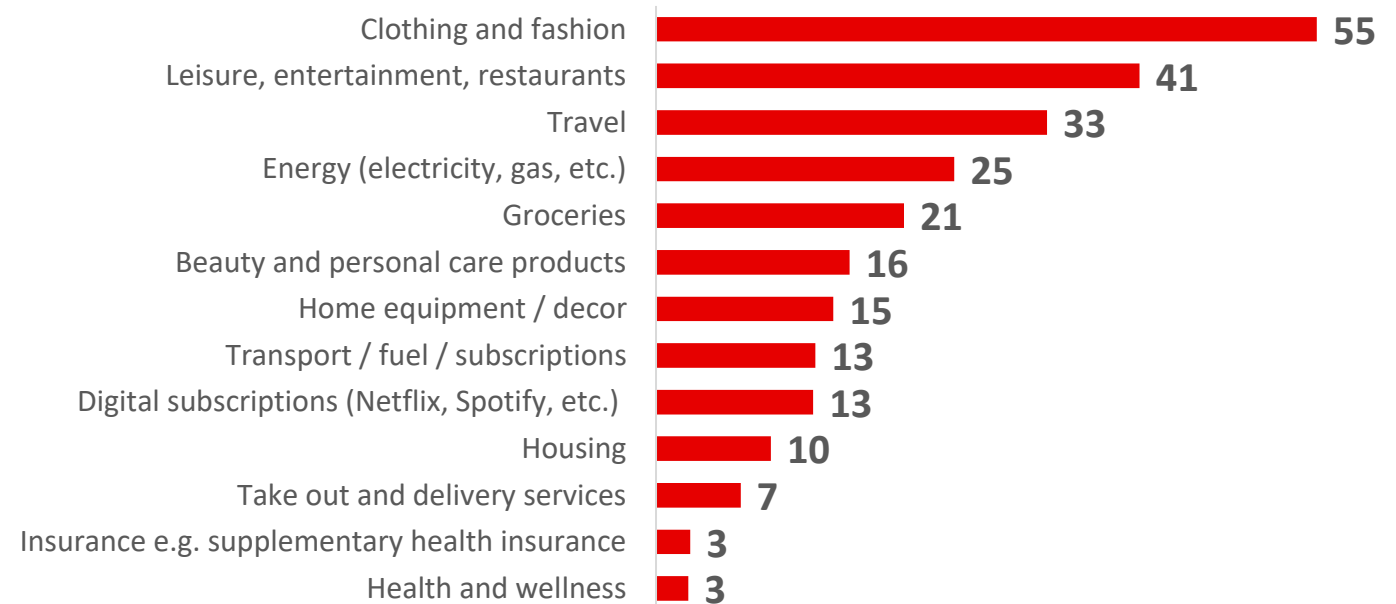
When sacrifices are made, they hit lifestyle categories such as fashion, leisure, and travel, while essentials like food, housing, and health remain fiercely protected.

Spending cuts



Base: Vietnamese consumers (1001)
Q10: Have you cut back on your spending

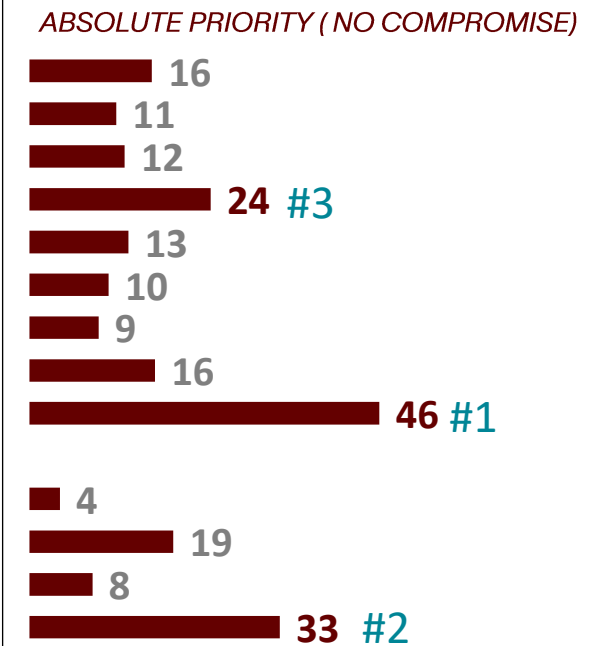
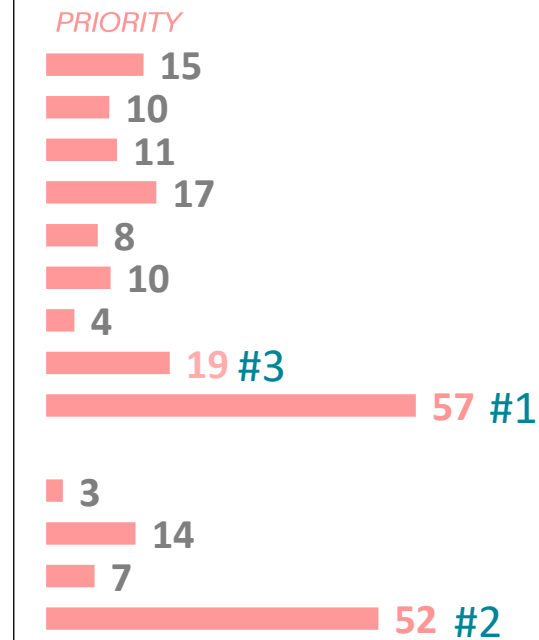
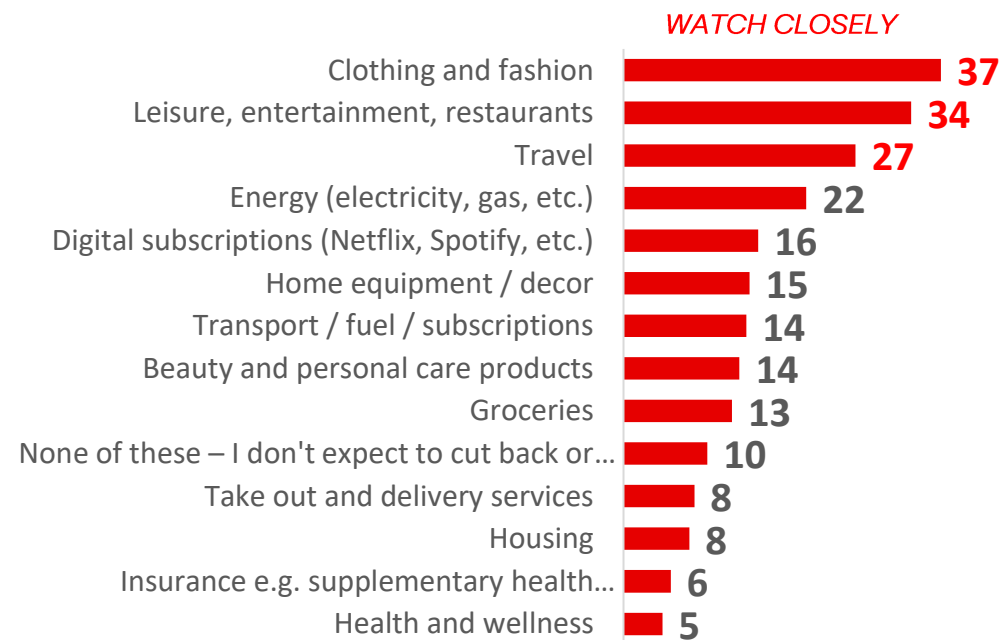
Priority cost-cutting



Base: Vietnamese consumers who have cut back on their spending (591)
Q11: Over the past 12 months, which types of expenses have you cut back on the most?

Looking ahead, vigilance will sharpen on discretionary spend, but groceries, health, and now energy stand ringfenced as untouchables.

Consumption Adjustments Over the Next 12 Months



Base: Vietnamese consumers (1001)

Q12: Which types of expenses do you expect to watch more closely or cut back on over the next 12 months?

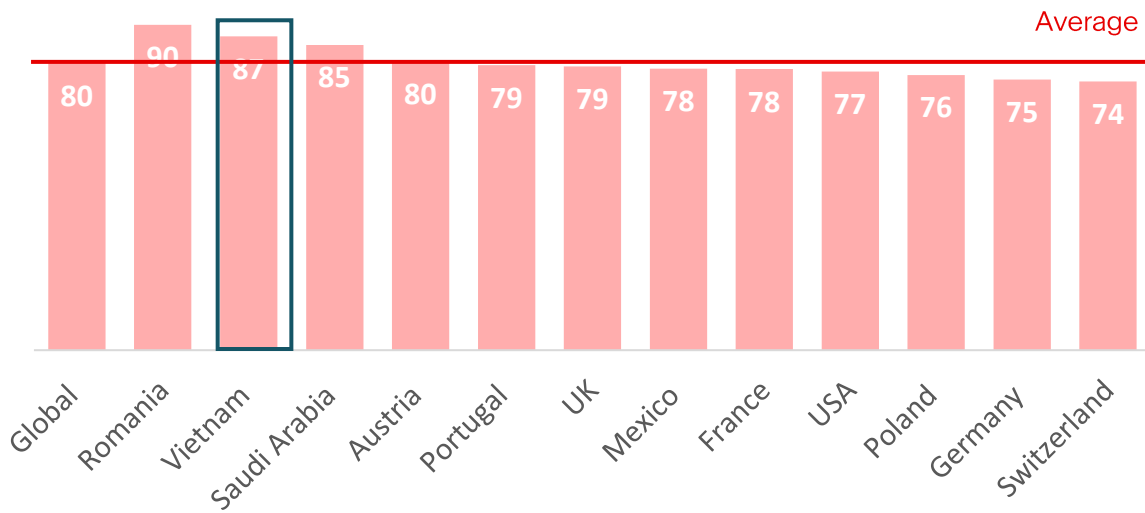
Q13: Which types of expenses are you prioritising in terms of spending compared to last year?

Q14: Which types of expenses are you not willing to compromise on?

Rather than give up consumption, Vietnamese shoppers bend their habits, they compare more, trade down, or finance, adjusting the “how” while preserving the “what.”

Annual price comparison evolution

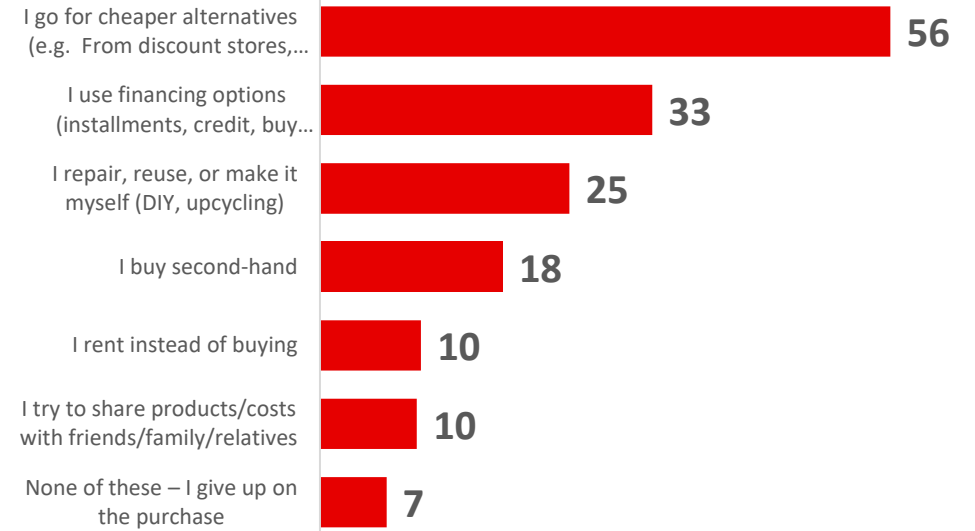
Total "yes"



Base: Vietnamese consumers (1001)

Q15: Overall, do you feel like you compare prices more than you did a year ago?

Adjustment strategies



Base: Vietnamese consumers (1001)

Q16: When your budget doesn't allow you to buy a product or service, do you turn to alternatives?

Price and value perception



Shoppers use value as a baseline but quickly trade up to quality over price.

Key purchasing decision levers

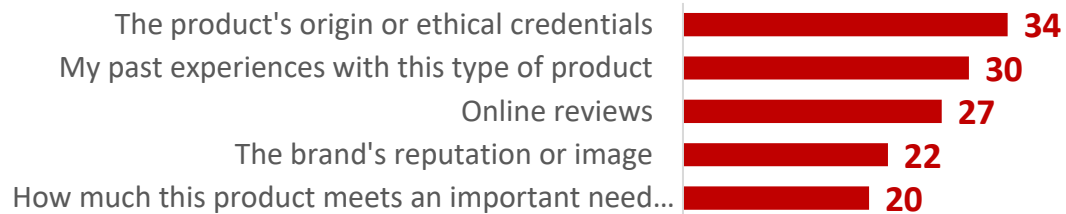


Base: Vietnamese consumers (1001)

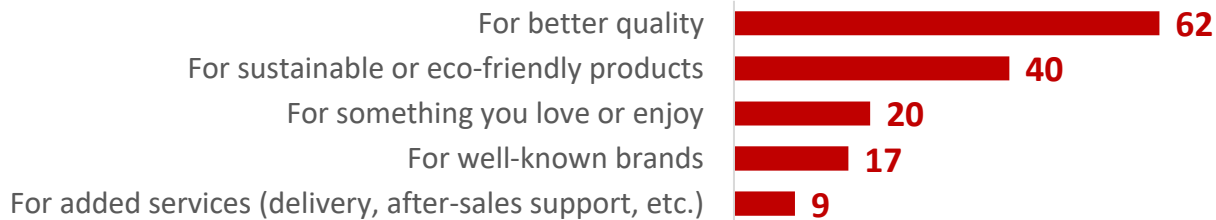
Q17: When you shop, what mindset guides your decisions most? ?

That is why a good price is never just cheap, it is fairness proven by trust and sustainability.

Consumer perception of "fair price"



Situations justifying a higher price



Base: Vietnamese consumers (1001)

Q19: What most influences your sense of a "fair price"?

Q20: In which situations would you be willing to pay more?

A "Good Price" is a Price that...

"Fair and align with quality"

92%

It is also a price that is...

Transparent 13%

Stable 11%

Low 5%

Base: Vietnamese consumers (1001)

Q18: To you, a "good price" is a price that is...

And even when they compare against the market, quality cues and origin ultimately decide if a price feels right.

Buying logic based on reasonable price estimation



Base: Vietnamese consumers (1001)

Q21: When buying a product for the first time, how do you judge if the price seems reasonable?

Which is why innovation too
must prove its worth,
delivering progress that lasts
instead of novelty that fades.

Defining Innovation

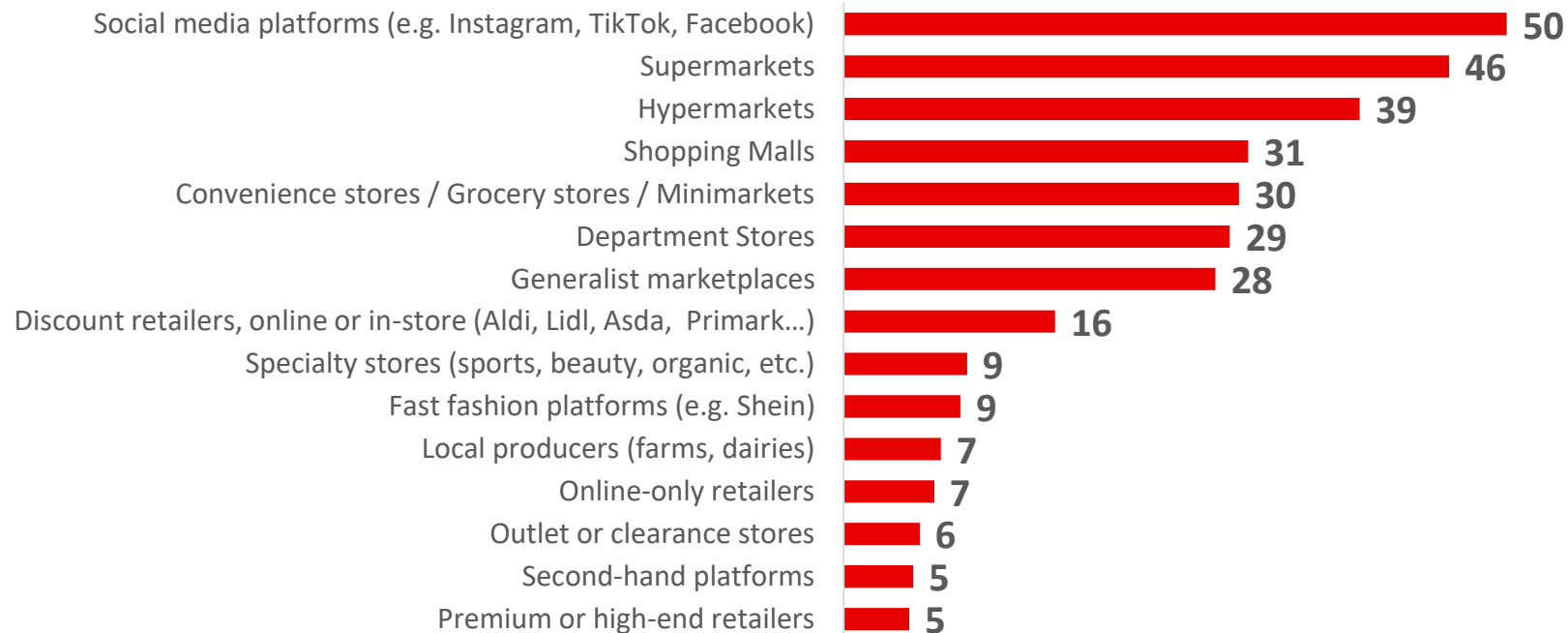


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Shopping behavior & decision-making strategies

Social platforms aren't just channels, they've become Vietnam's largest shopping malls.

Customer traffic by store category

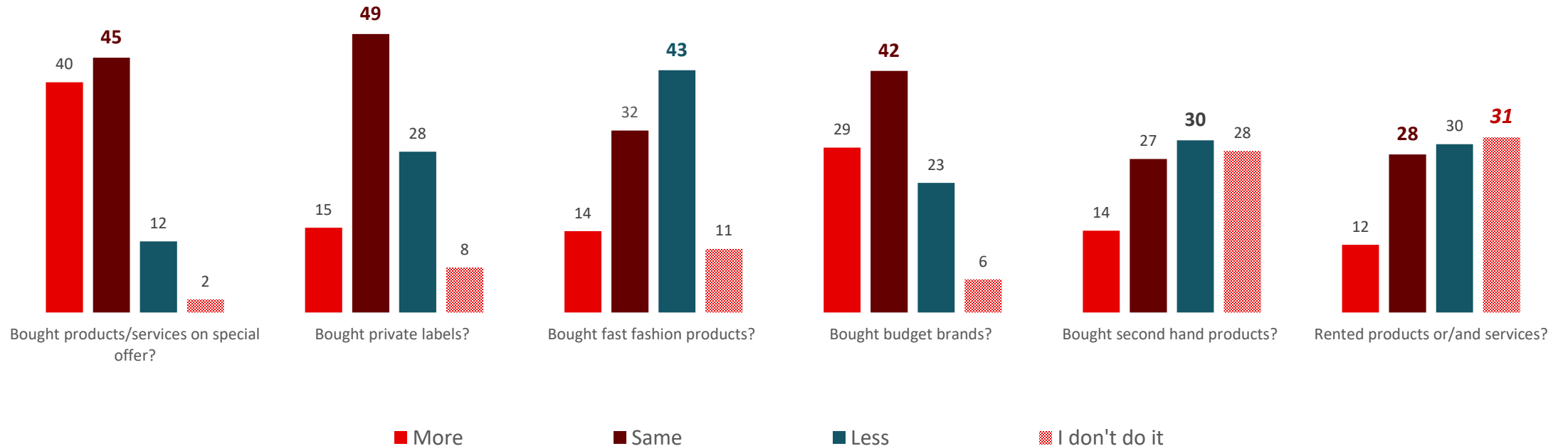


Base: Vietnamese consumers (1001)

Q23: What types of stores or platforms do you usually shop at?

From these platforms (but not only), deals dominate and rentals emerge, shifting habits from owning to simply accessing.

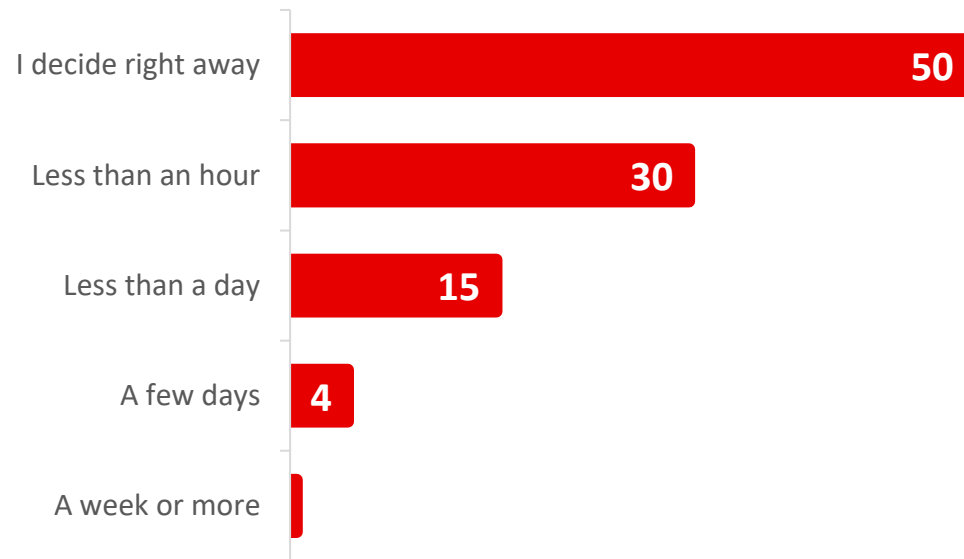
Consumption habits



Base: Vietnamese consumers (1001)
Q24: In the last months, did you have more, the same or less...

Groceries

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

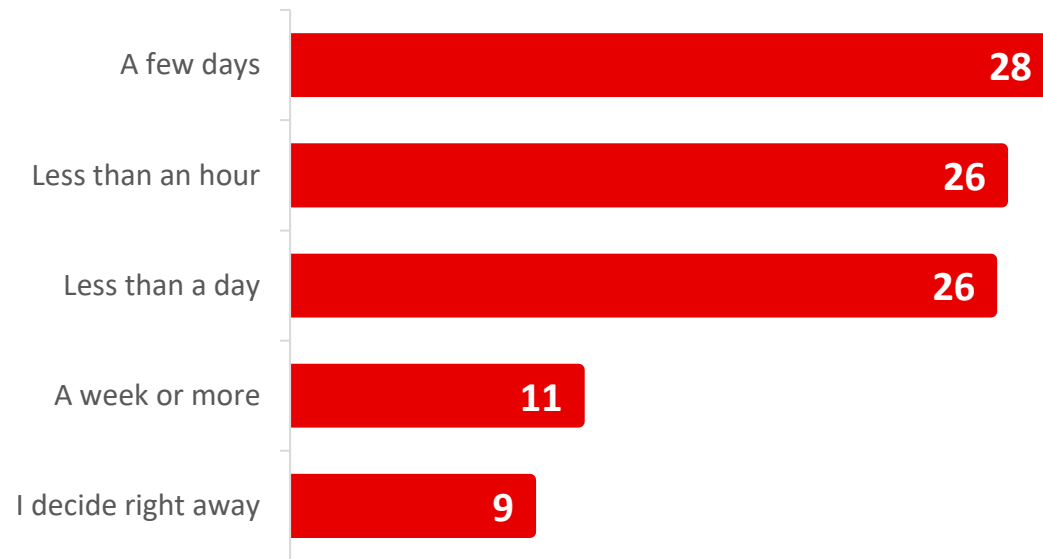


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Household products

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

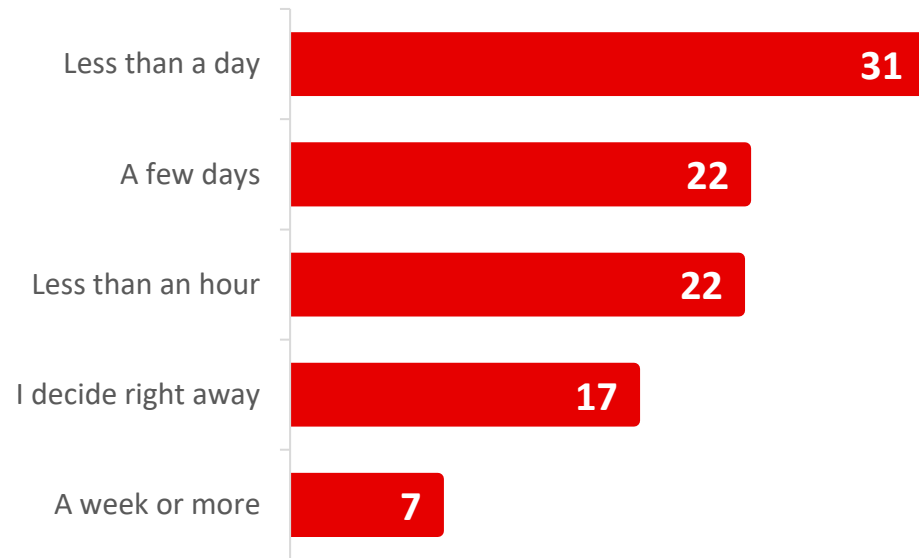


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Personal hygiene & body care

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

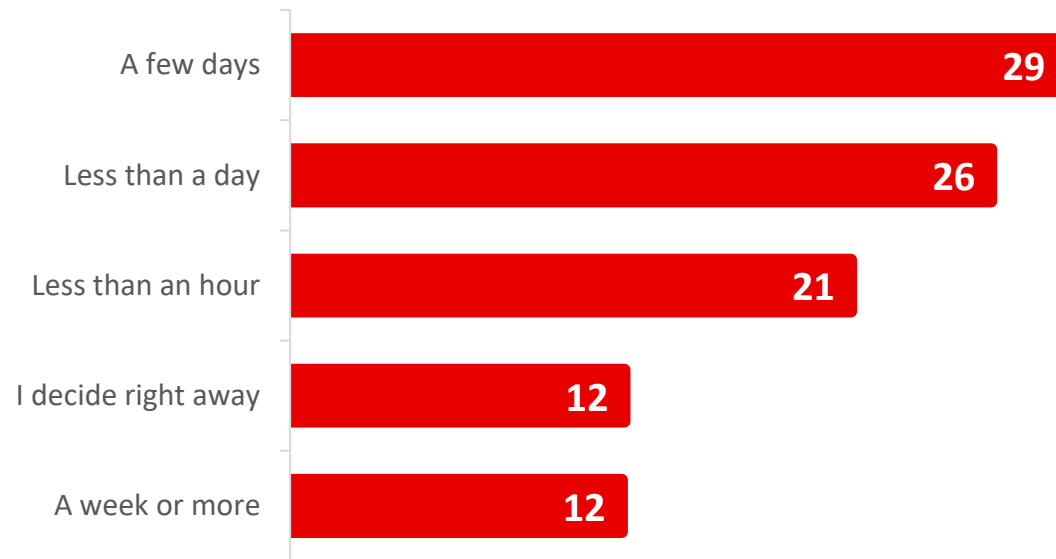


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Clothing

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

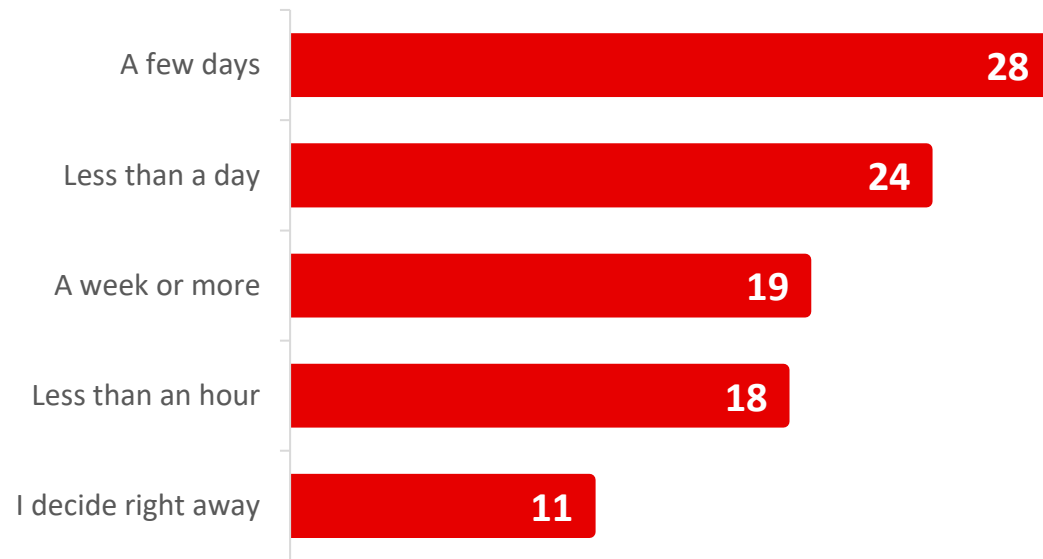


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Beauty products

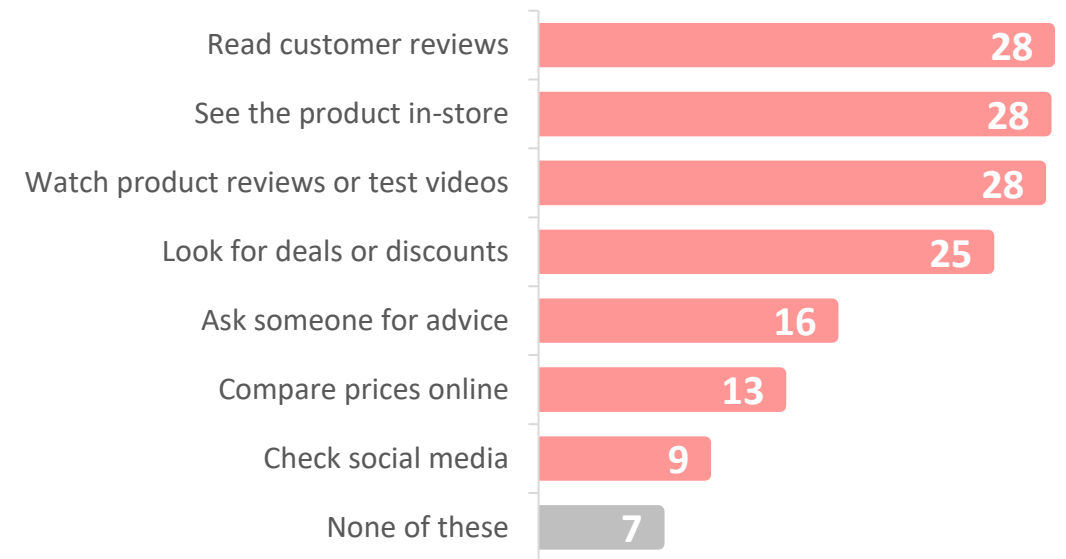
Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

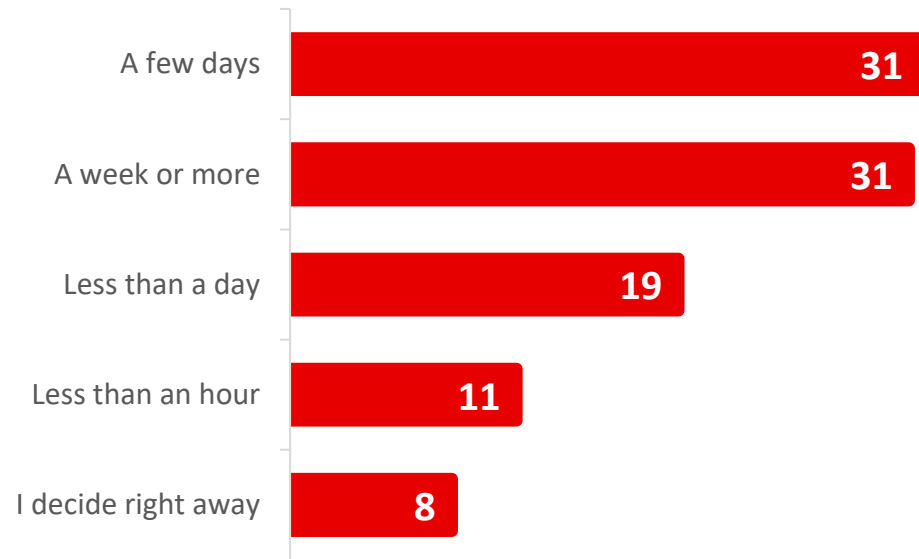


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Electronics & tech

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

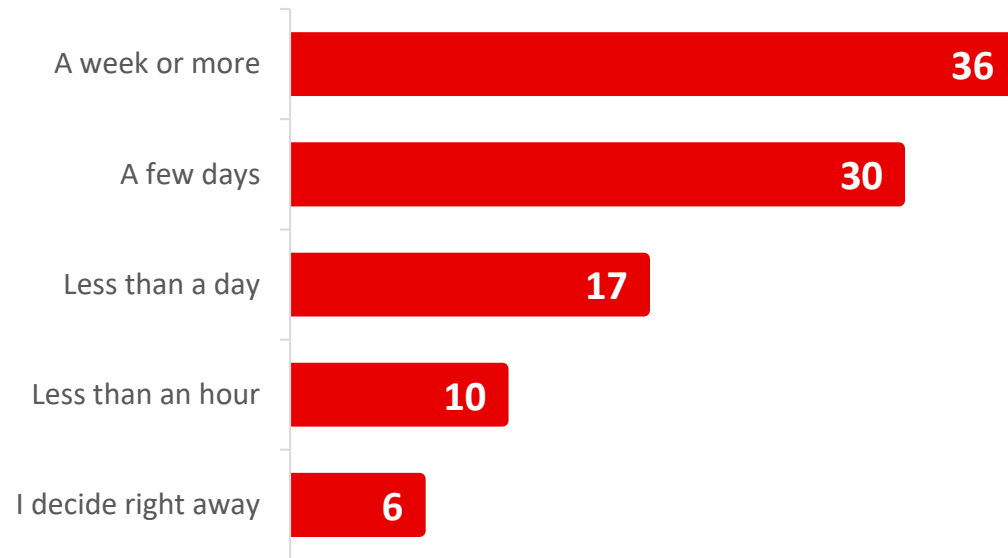


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Furniture & home decor

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

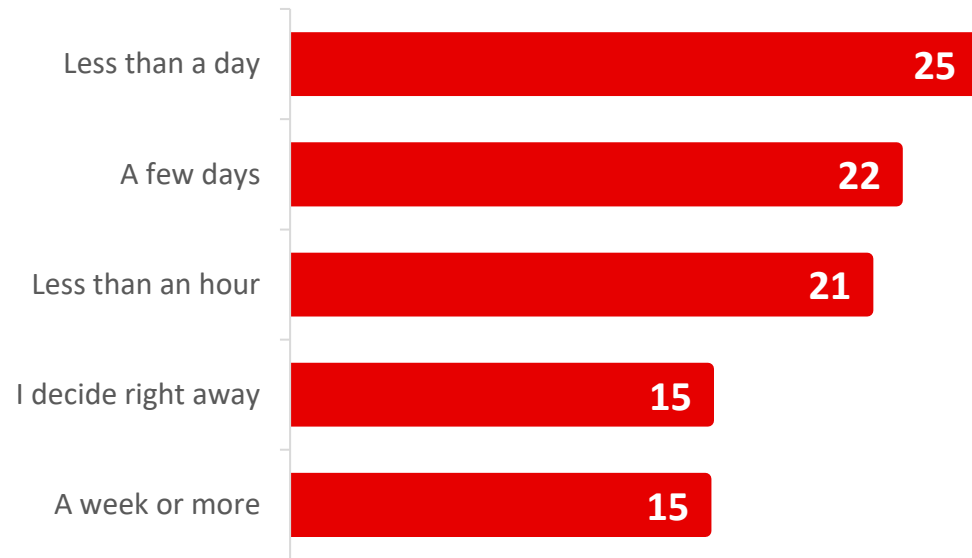


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Children's products

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

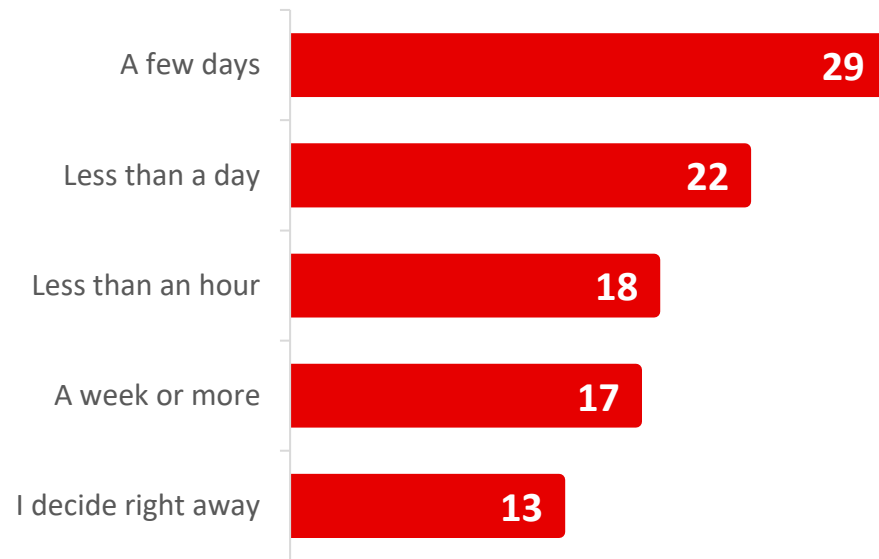


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Leisure & culture

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

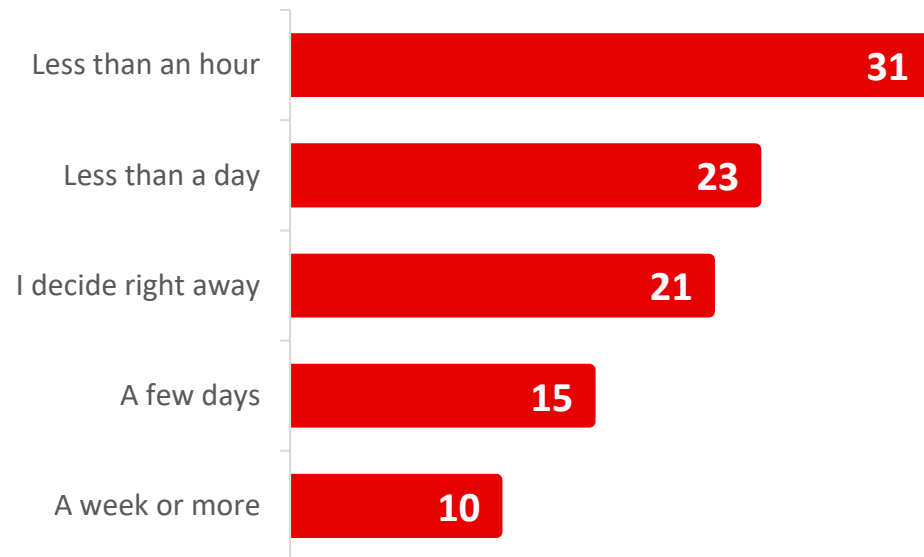


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Restaurants & food delivery

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

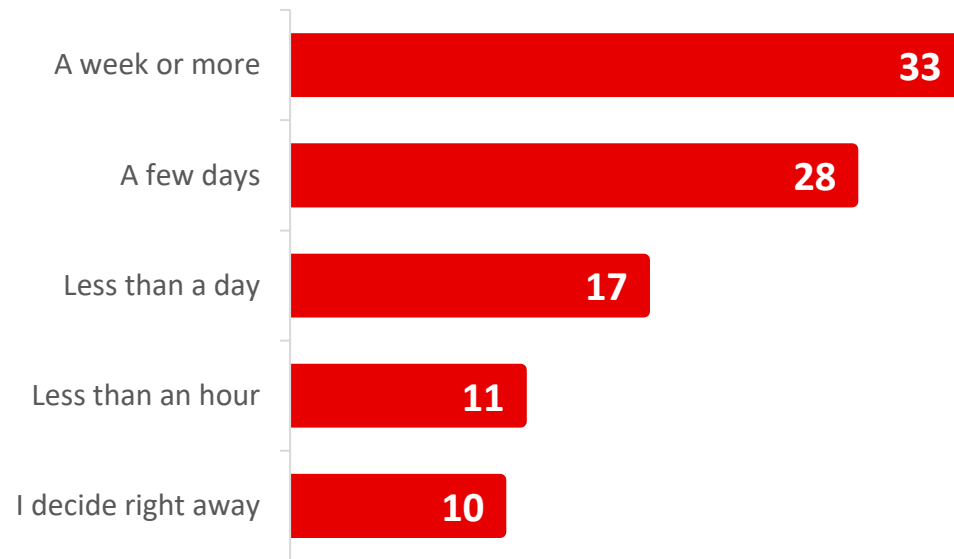


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Travel & transport

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

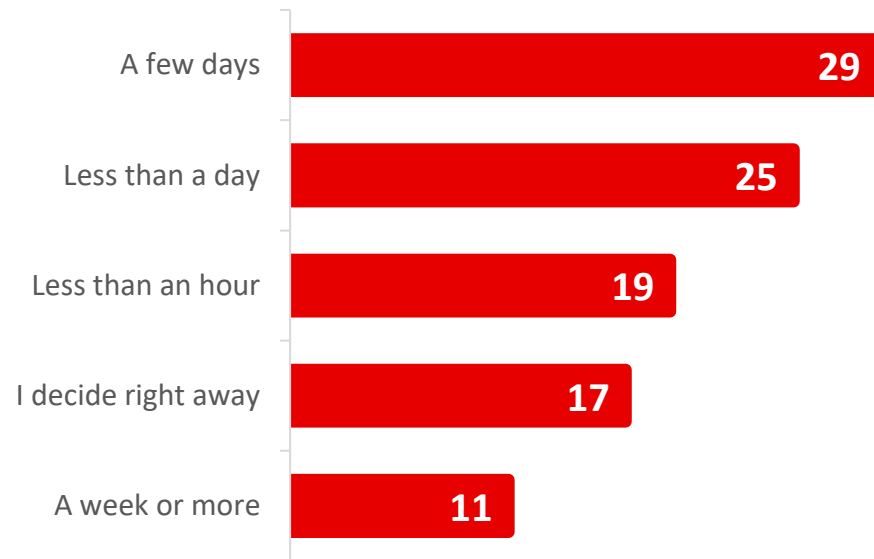


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Health & wellness

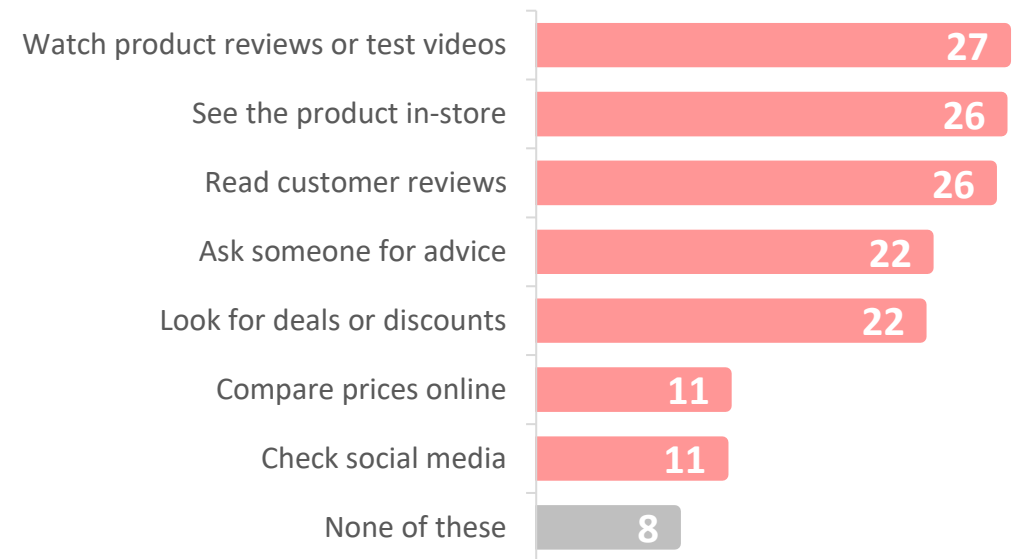
Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

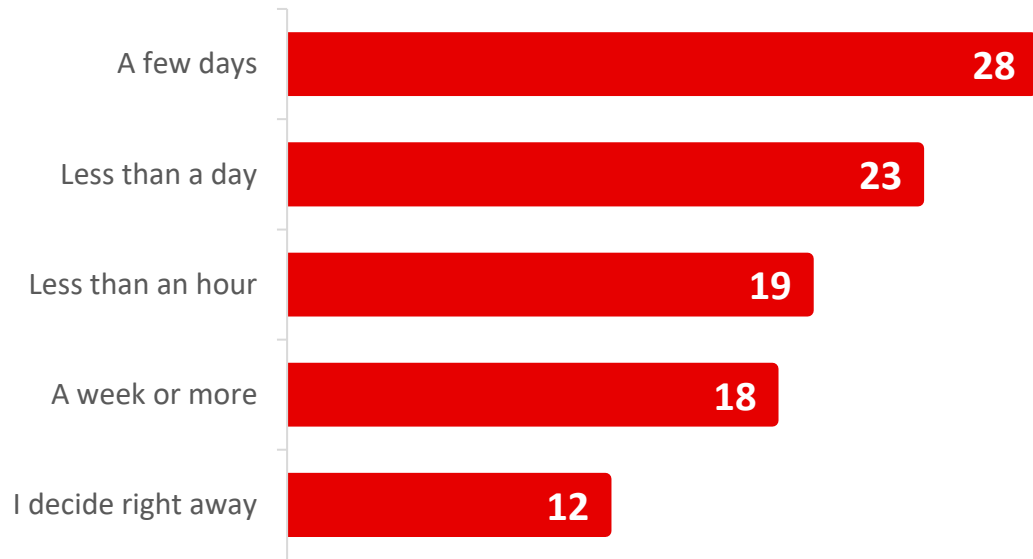


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Digital subscriptions & services

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

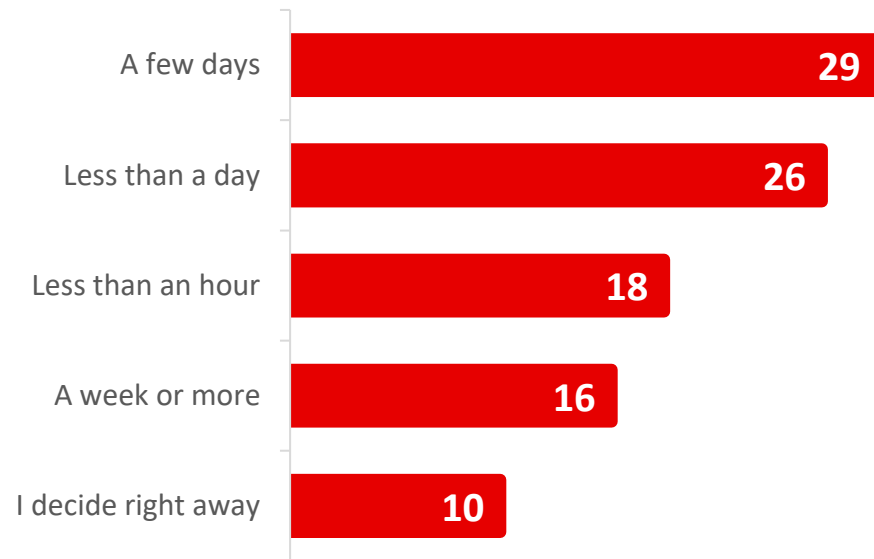


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Sport apparel / equipment

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action

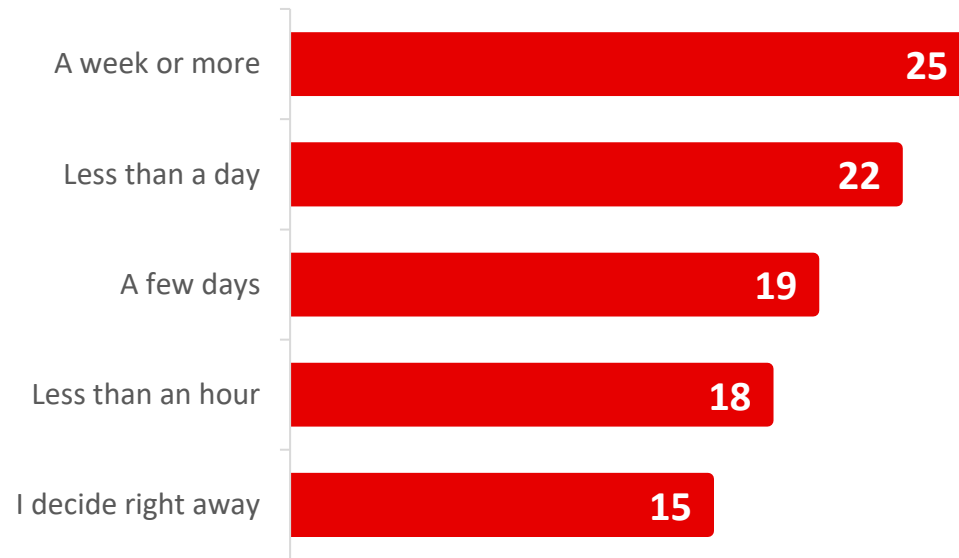


Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Pet products

Time before purchase decision



Base: Vietnamese consumers (1001)

Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Pre-purchase action



Base: Vietnamese consumers (1001)

Q26: Before making a purchase in the following categories, which of the following do you always do?

Nuanced decision cycles with category-specific patterns

Vietnamese consumers display a distinctive purchasing approach with category-specific timing variations that challenge simple generalizations. For groceries, they demonstrate rapid decision-making with 50% deciding immediately and 30% within an hour - actually faster than many global markets. However, this speed contrasts sharply with more considered categories like travel (33% take a week or more), electronics (31% need several days), and furniture (36% require extended deliberation).

Information maximalists with peer validation dependency

Vietnamese shoppers emerge as information maximalists, demonstrating significantly higher engagement with pre-purchase research than global peers. They are twice as likely to read customer reviews and substantially more inclined to watch product test videos. Physical product verification remains paramount. This research intensity extends across all categories, with only 1-12% of Vietnamese consumers making purchases without any preparatory actions, compared to 9-33% globally. The behavior reflects a trust-building ecosystem where peer validation and tangible verification compensate for perceived market uncertainties

Value-conscious yet digitally sophisticated

Despite their research intensity, Vietnamese consumers show lower deal-seeking behavior than global averages in many categories (21-32% versus 25-33% globally), indicating that price optimization is secondary to product assurance and quality validation. However, they demonstrate sophisticated digital engagement patterns, with heavy reliance on social media influence, livestream shopping adoption at 35%, and BNPL usage reaching 49%.

Practical pragmatism with trust-building imperatives

Vietnamese consumer behavior fundamentally reflects practical pragmatism shaped by rapid economic development and digital transformation. Their adaptive decision-making cycles - quick for routine groceries but extended for complex purchases - combined with intensive peer validation and in-store verification needs, demonstrate consumers who prioritize certainty and community consensus where it matters most.

Base: Vietnamese consumers (1001)

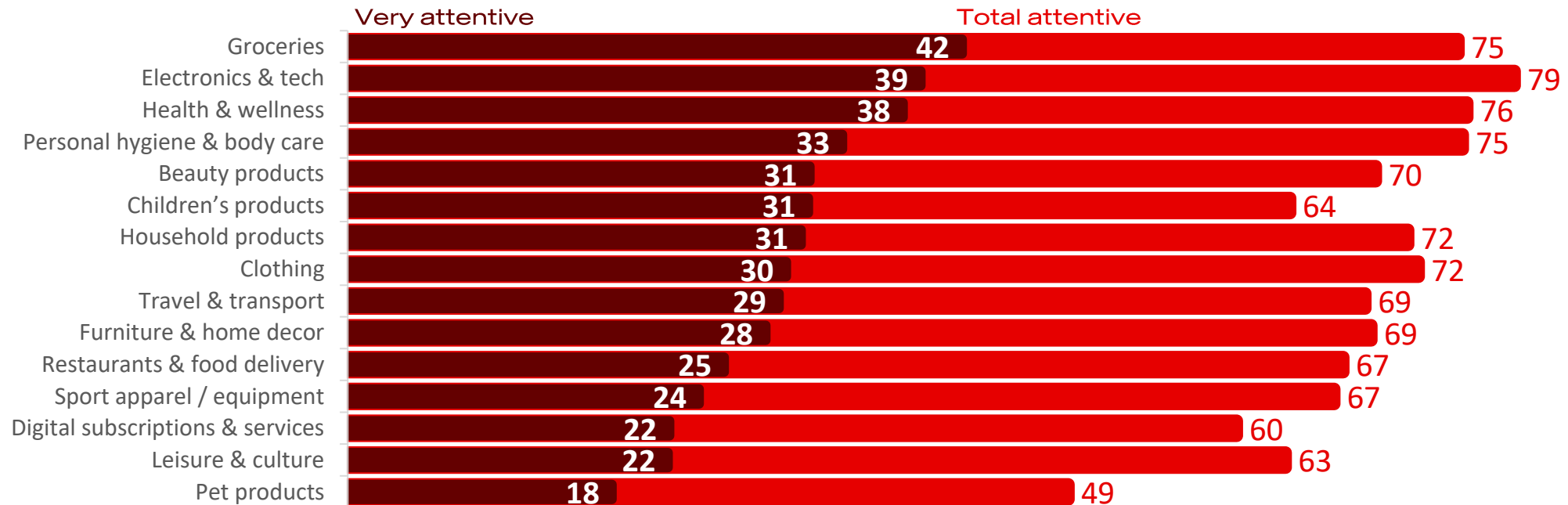
Q25: On average, how long do you usually take to think before buying a product or service in the following categories?

Q26: Before making a purchase in the following categories, which of the following do you always do?

Whatever the category, vigilance stays sharpest on essentials where daily stability cannot be risked.

Price sensitivity by product/service

TS «very attentive+ TS «attentive»



Base: Vietnamese consumers (1001)

Q27: How price-conscious are you in the following product or service categories?

So when prices rise, baskets may shrink but consumption itself is rarely abandoned.

Consumer strategies in response to price increases

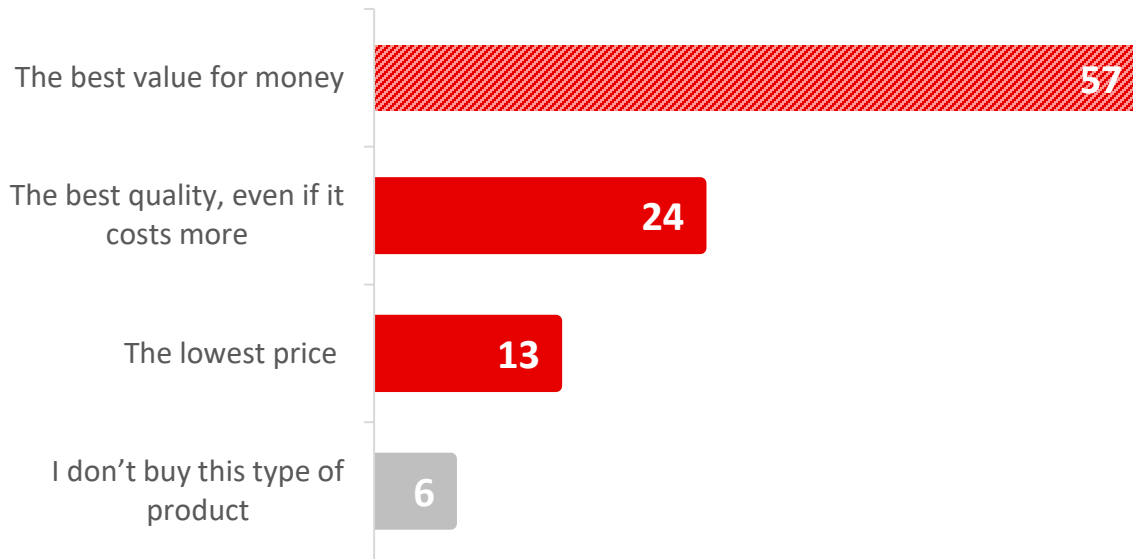


Base: Vietnamese consumers (1001)

Q28: When a product you regularly buy goes up in price, what is your main reaction?

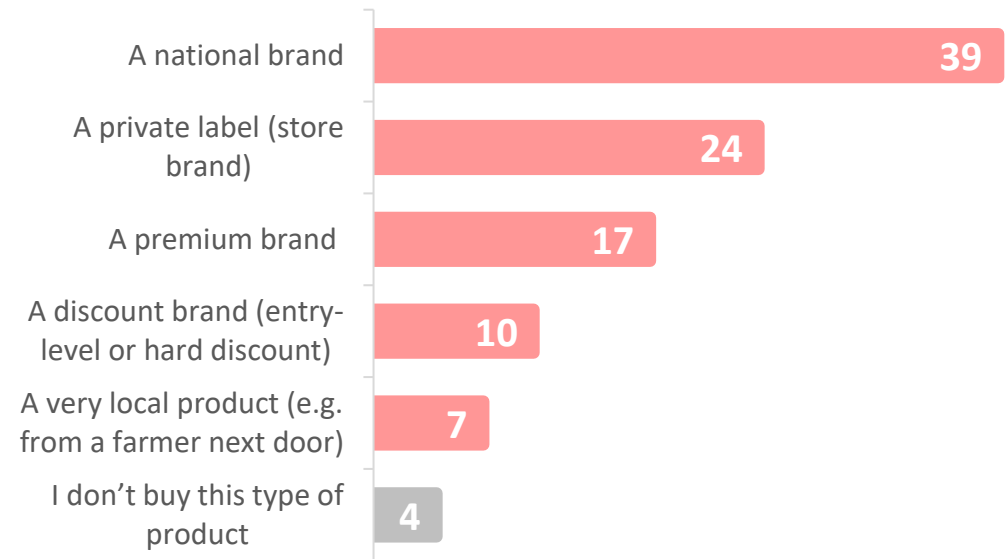
Biscuits/Snack Items

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

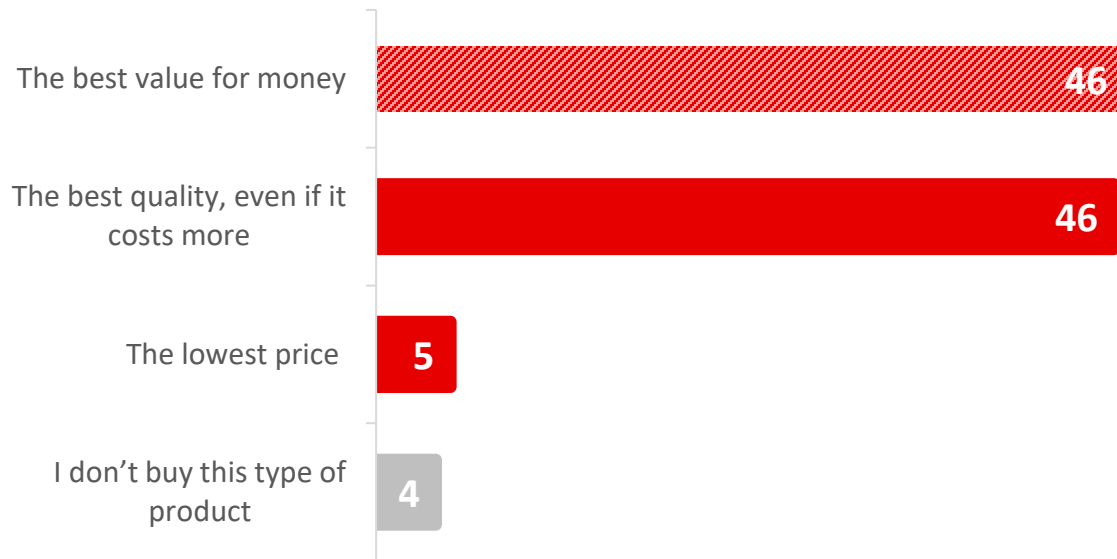
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

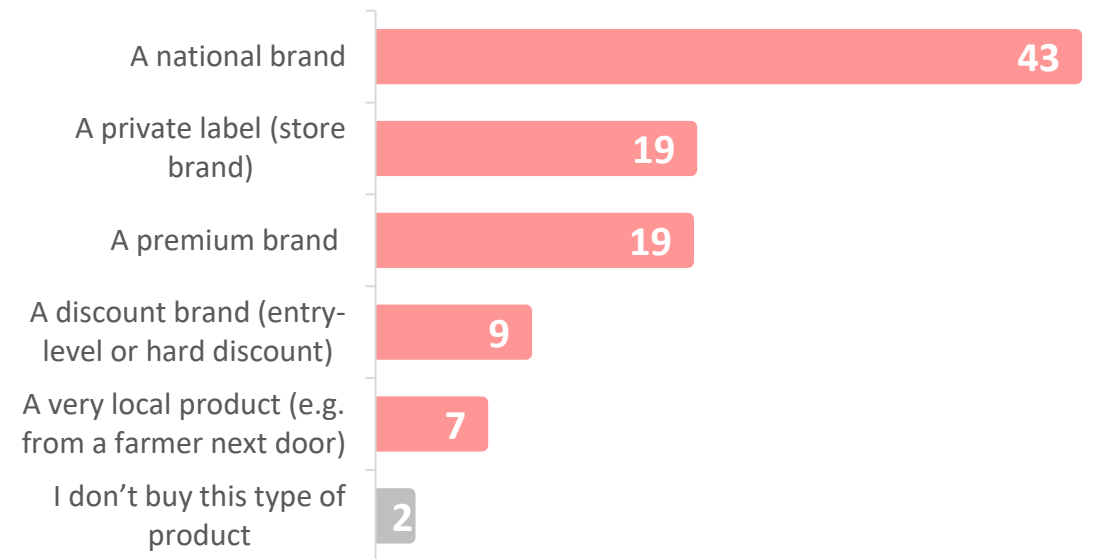
Dairy products

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

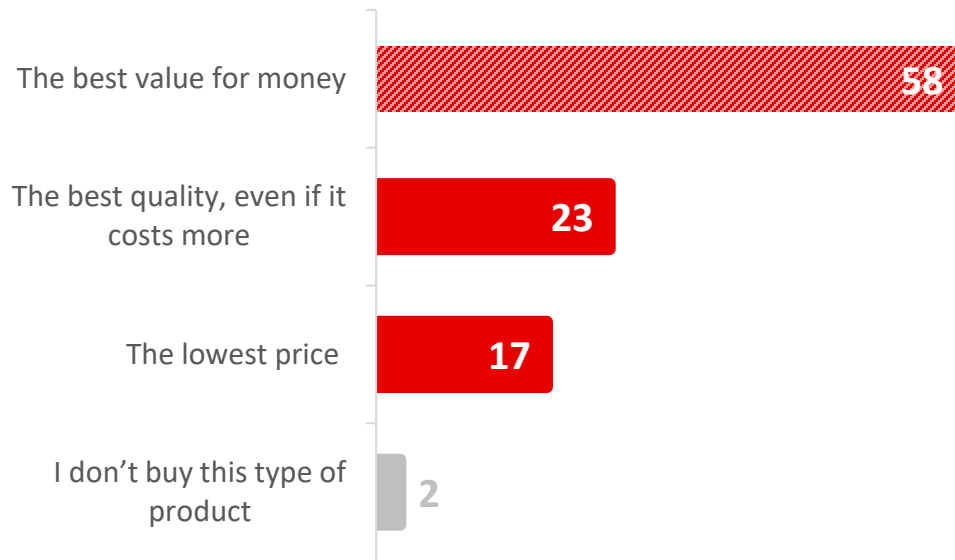
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

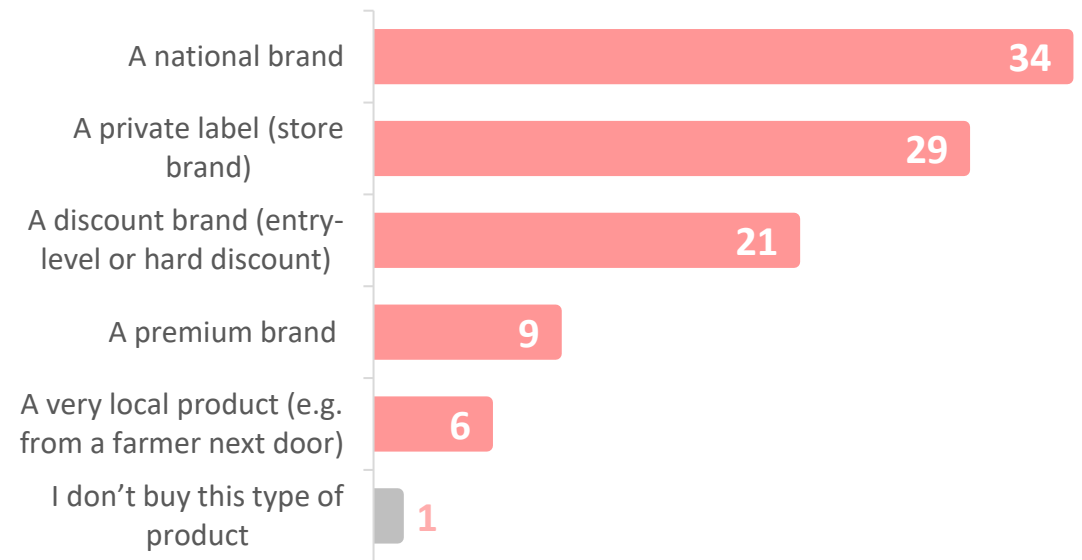
Household cleaning products

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

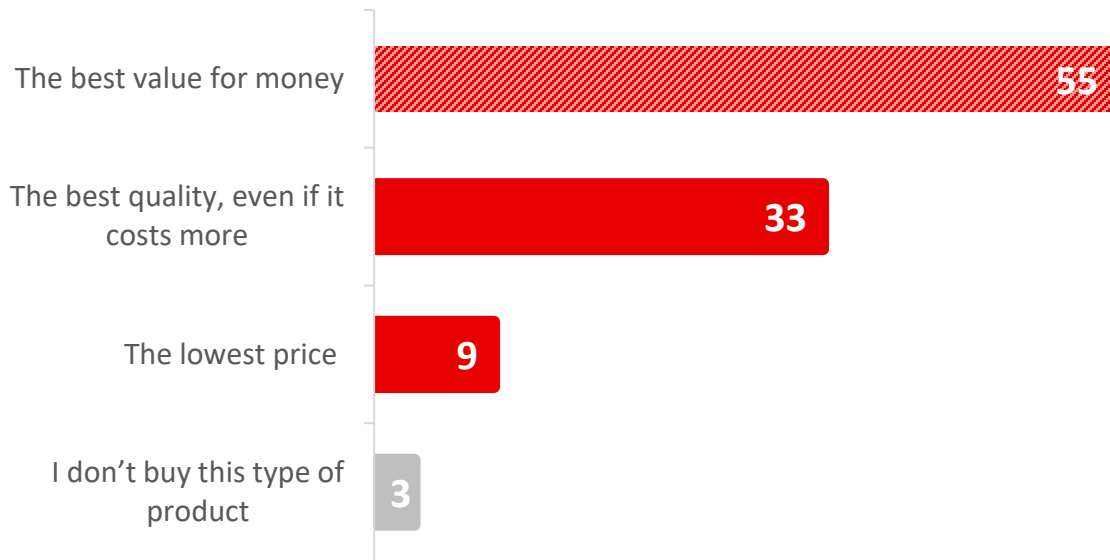
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

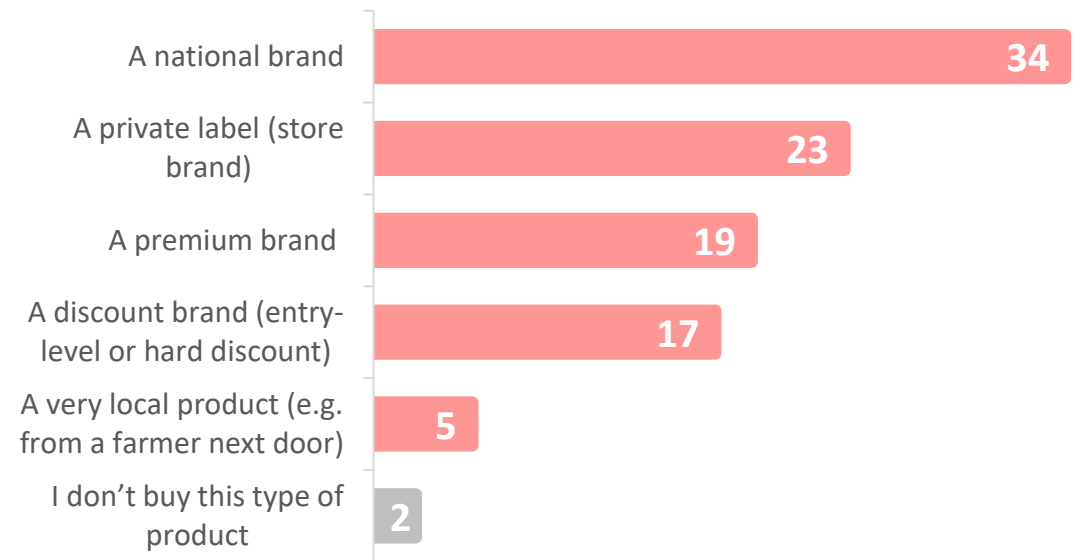
Personal hygiene

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

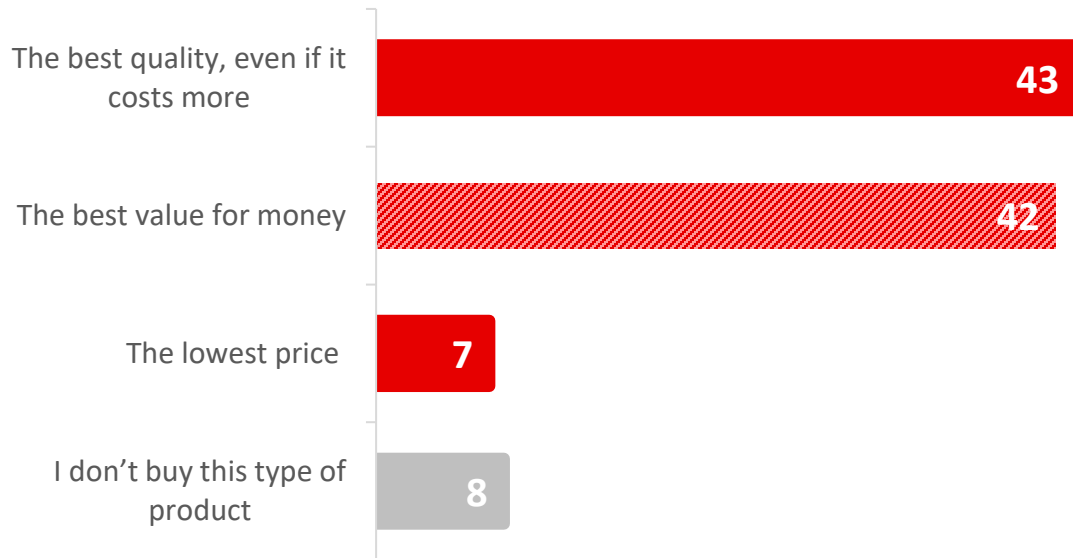
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

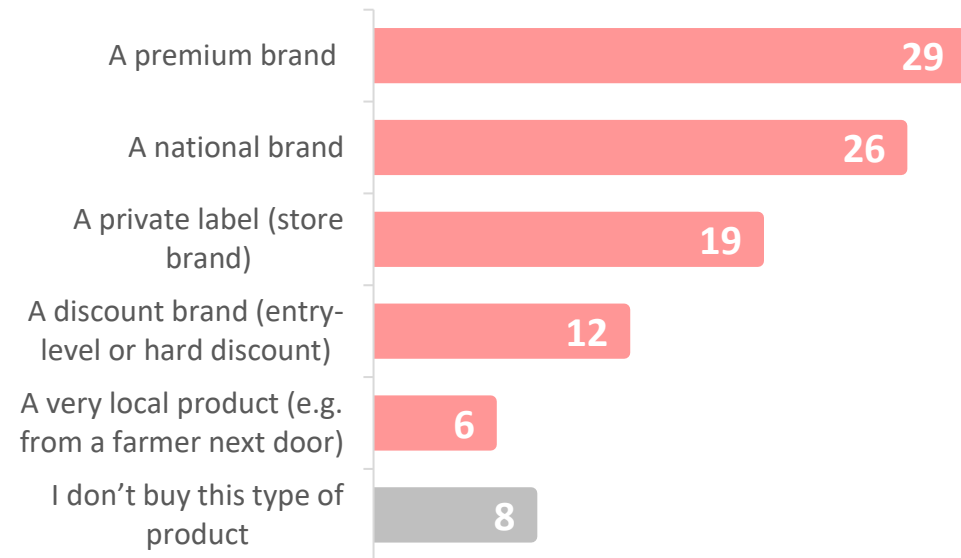
Moisturizer / facial care

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

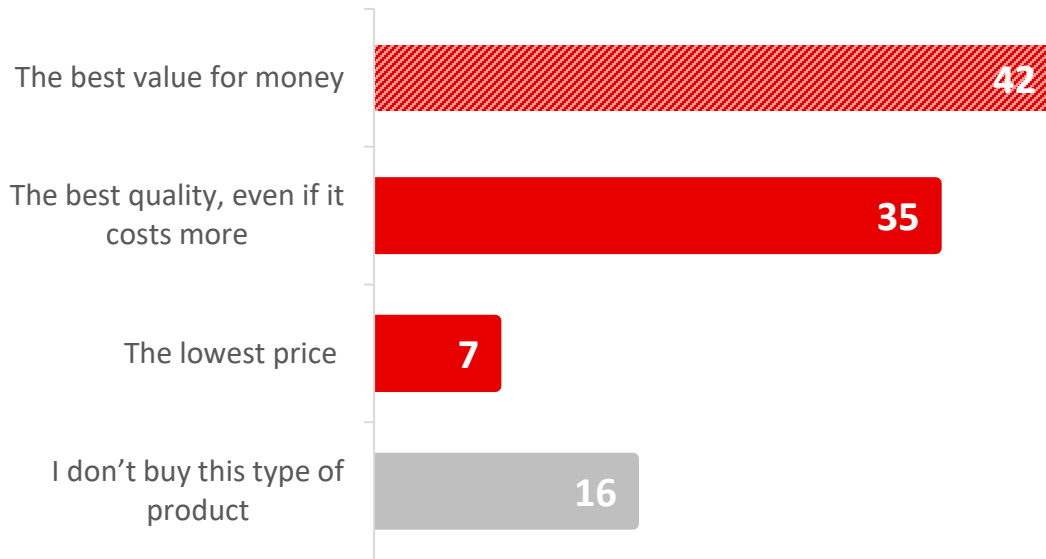
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

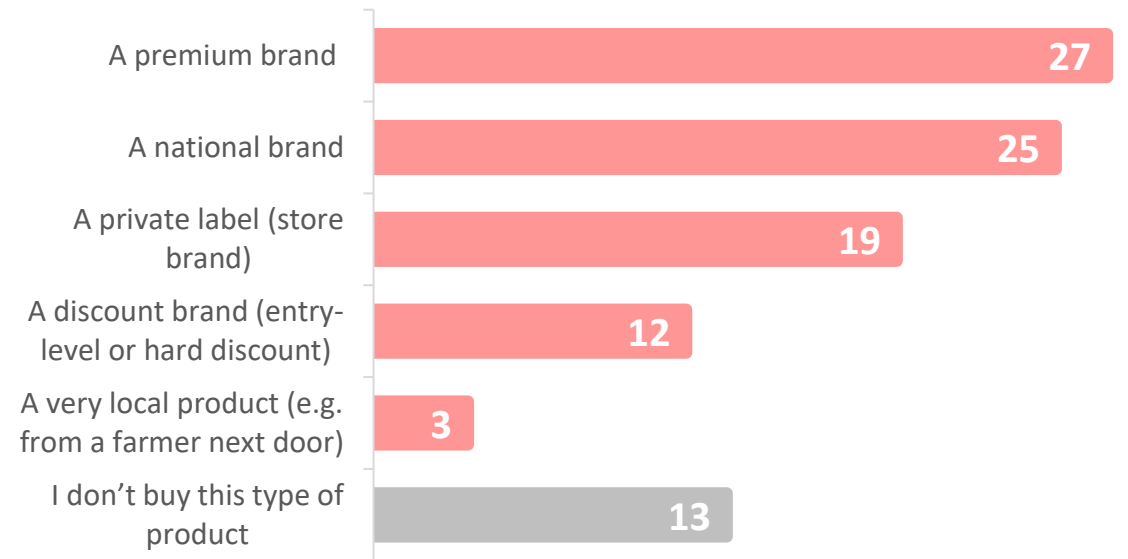
Makeup

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

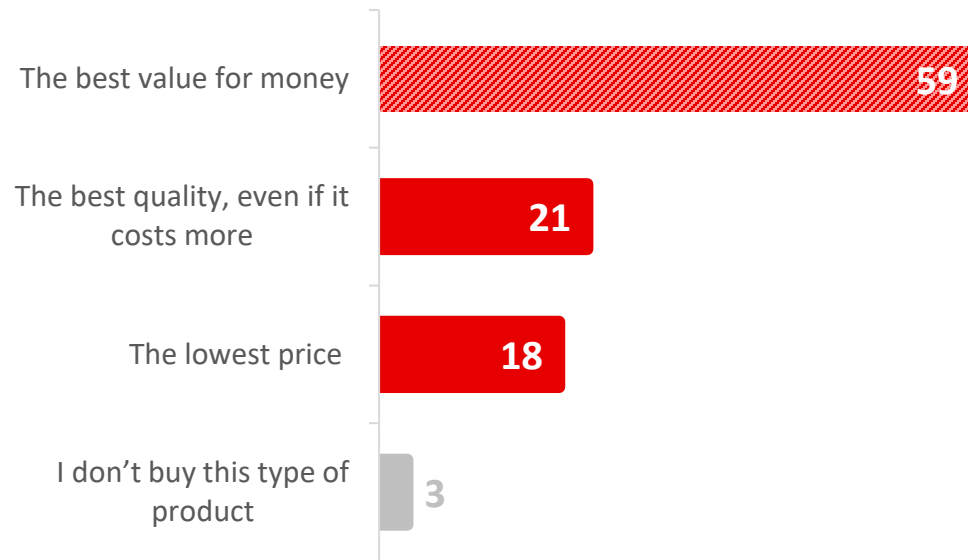
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

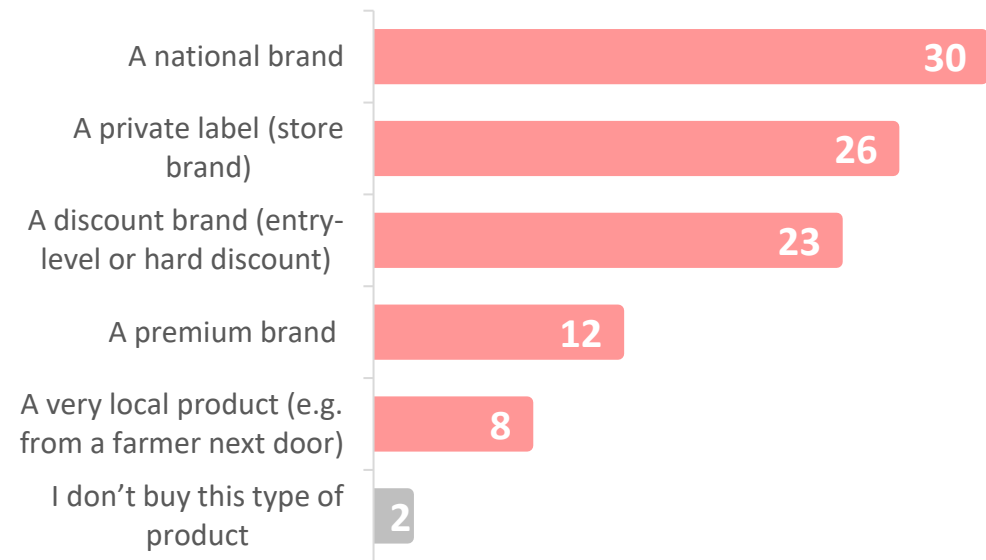
T-shirts / everyday clothing

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

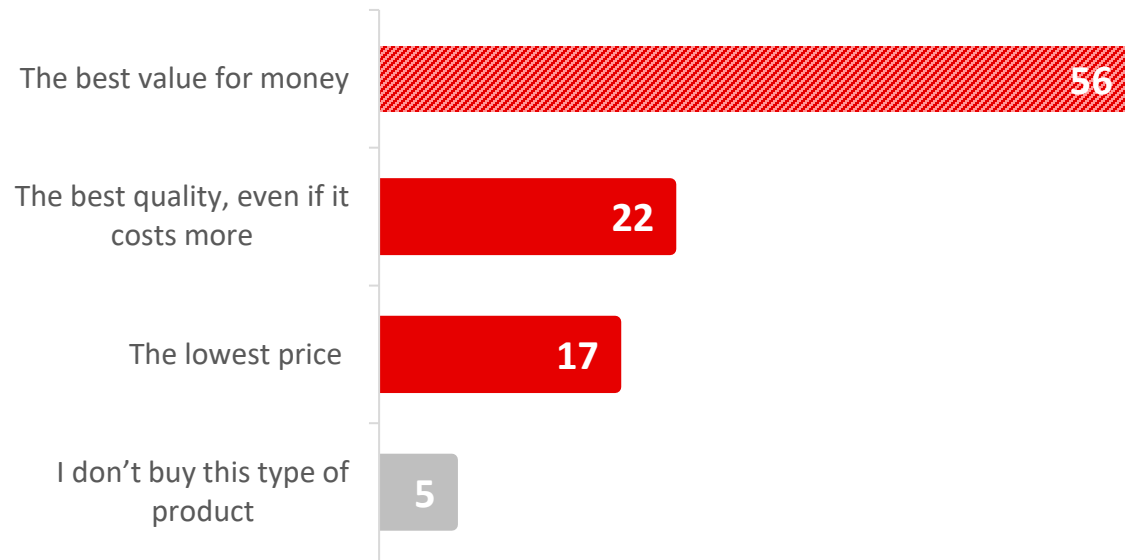
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

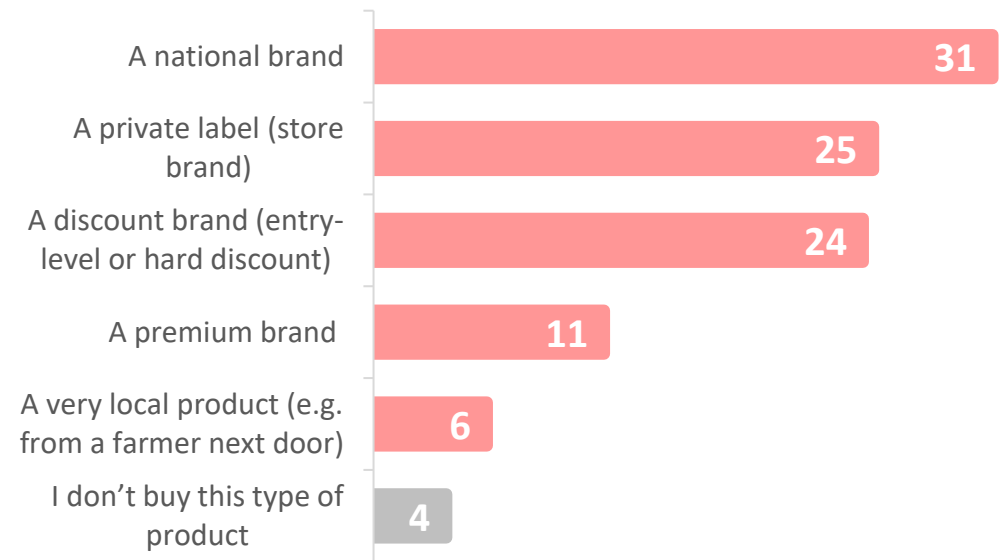
Jeans or pants

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

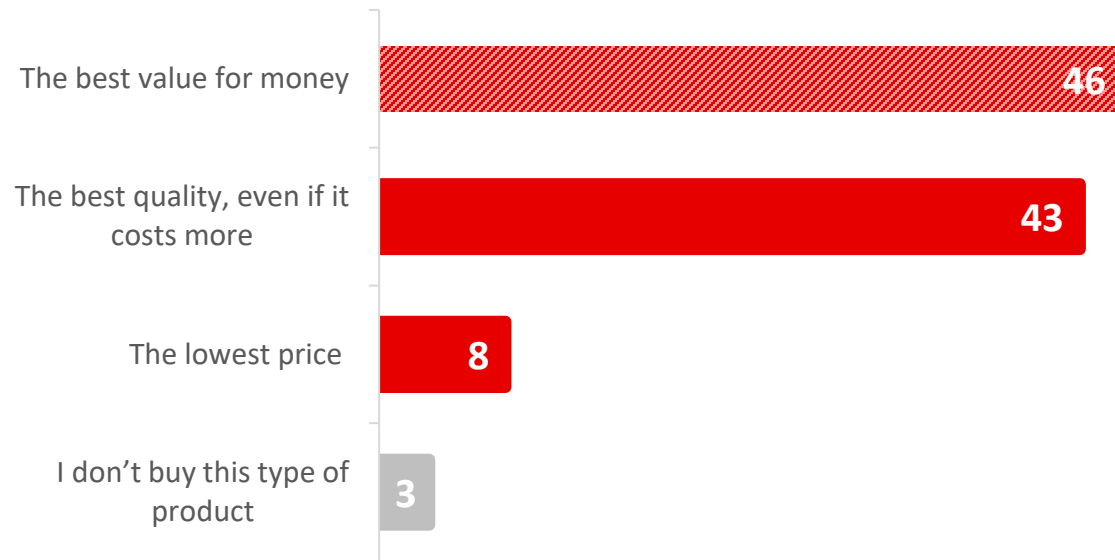
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

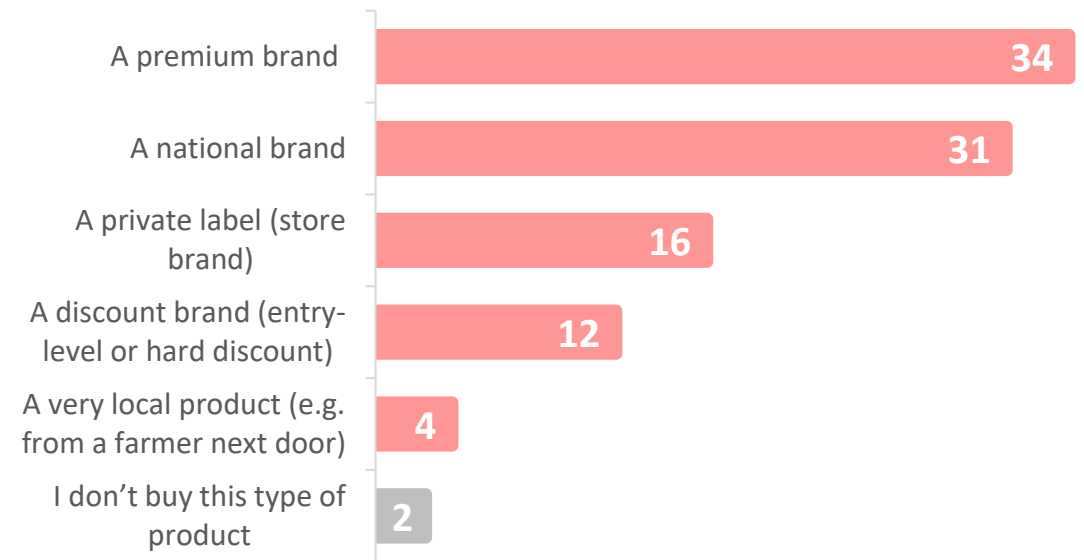
TV, smartphone, or household appliances

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

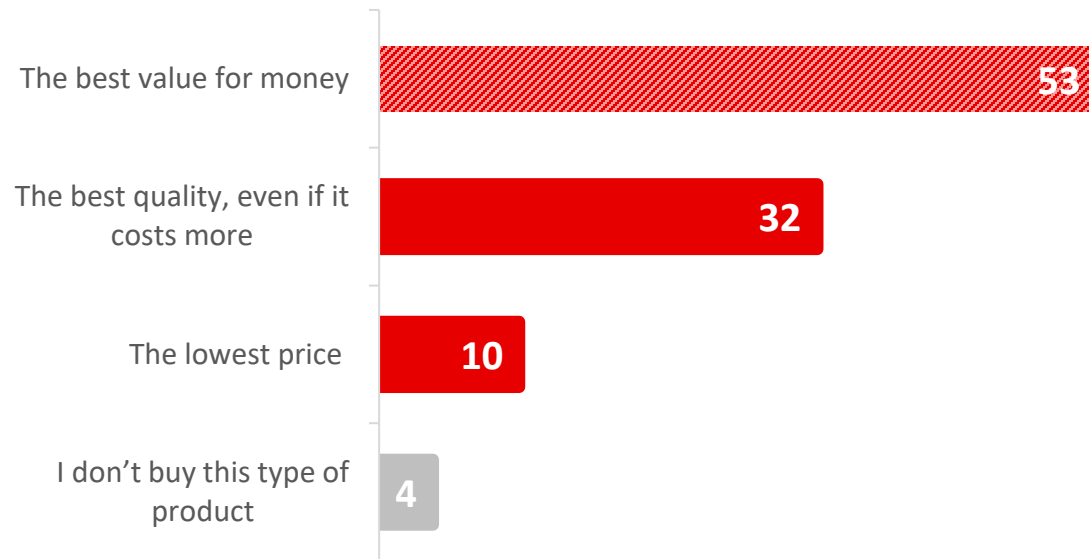
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

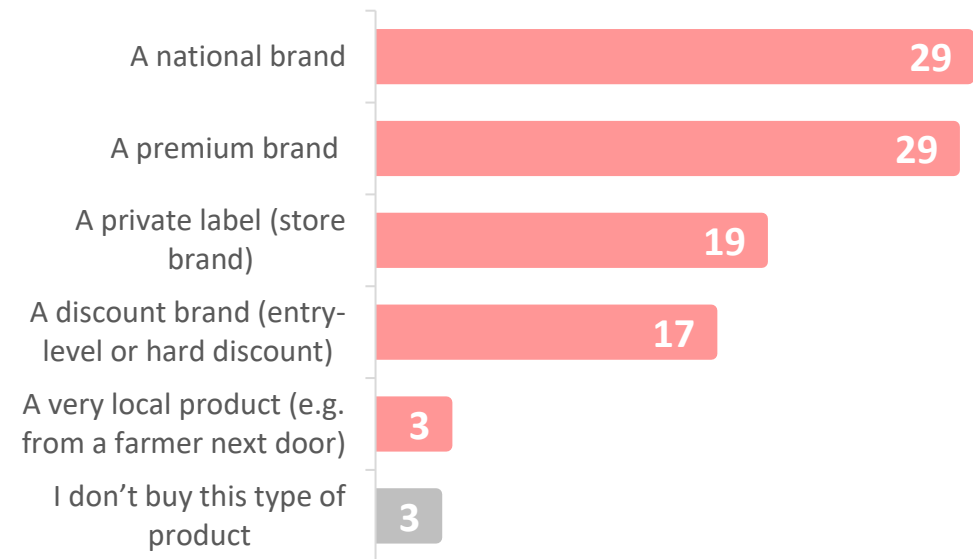
Tech accessories

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

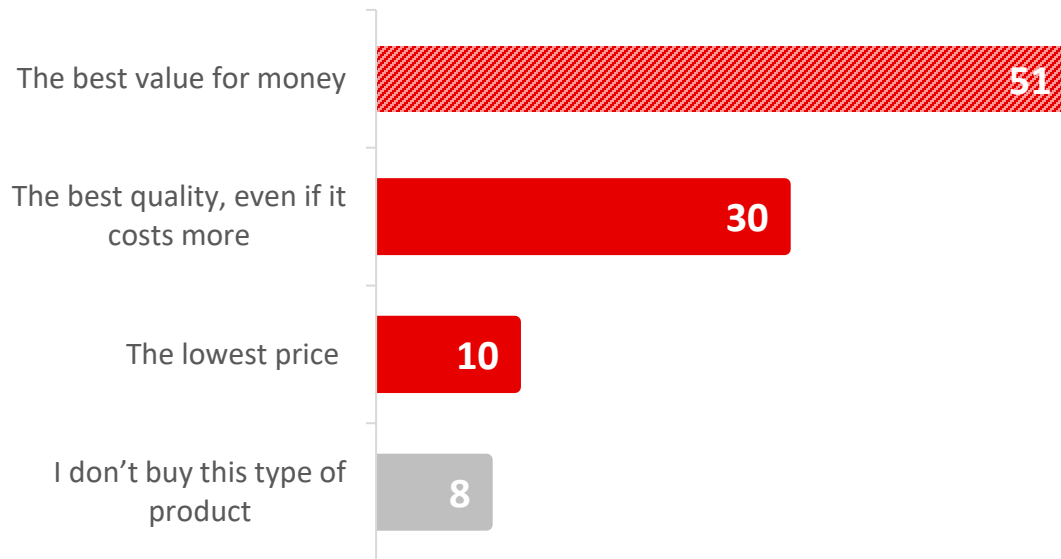
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

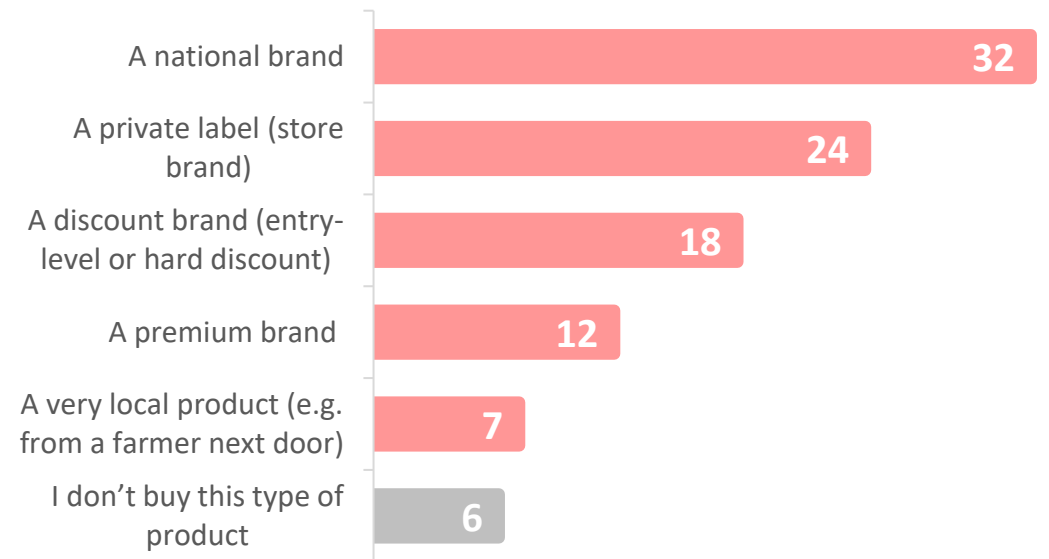
Furniture

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

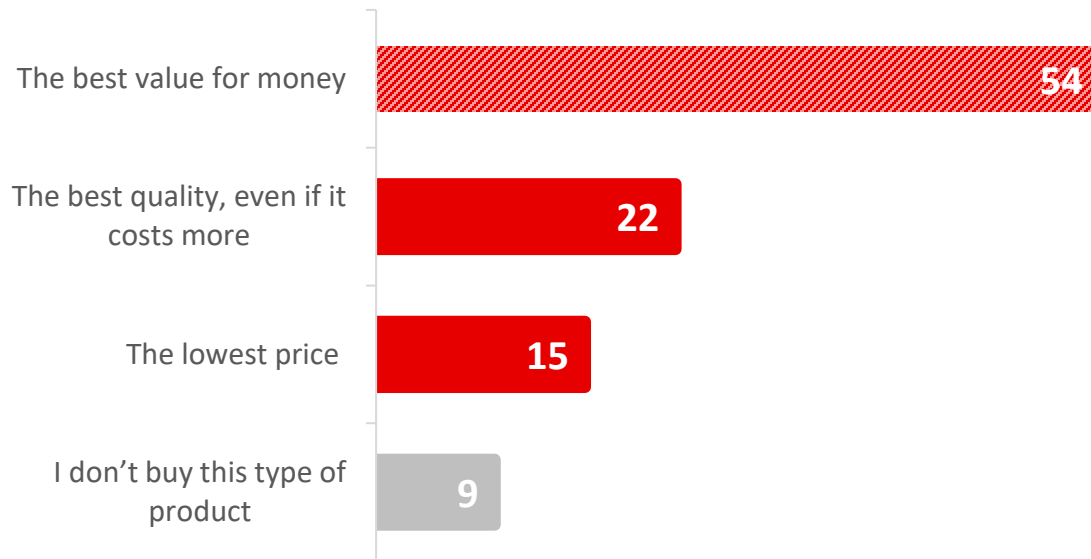
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

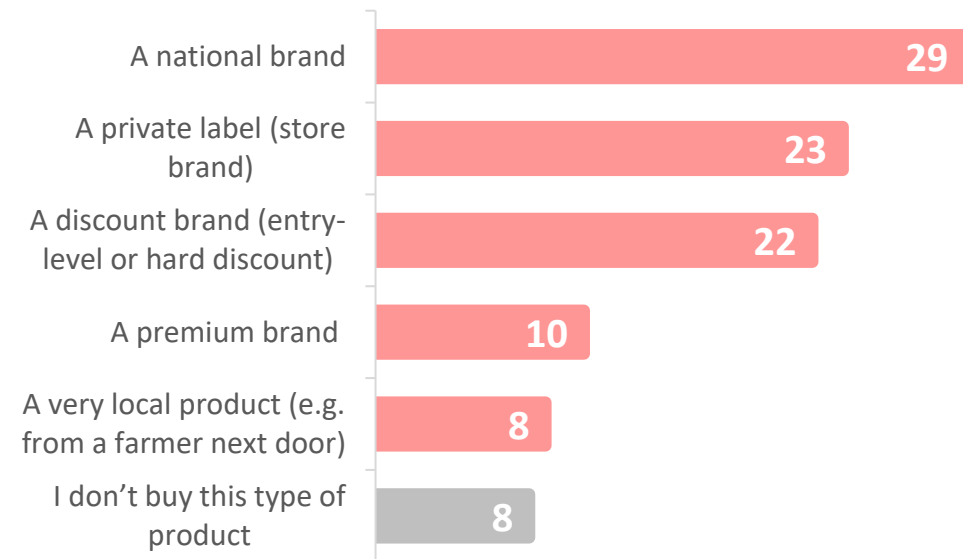
Home decor

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

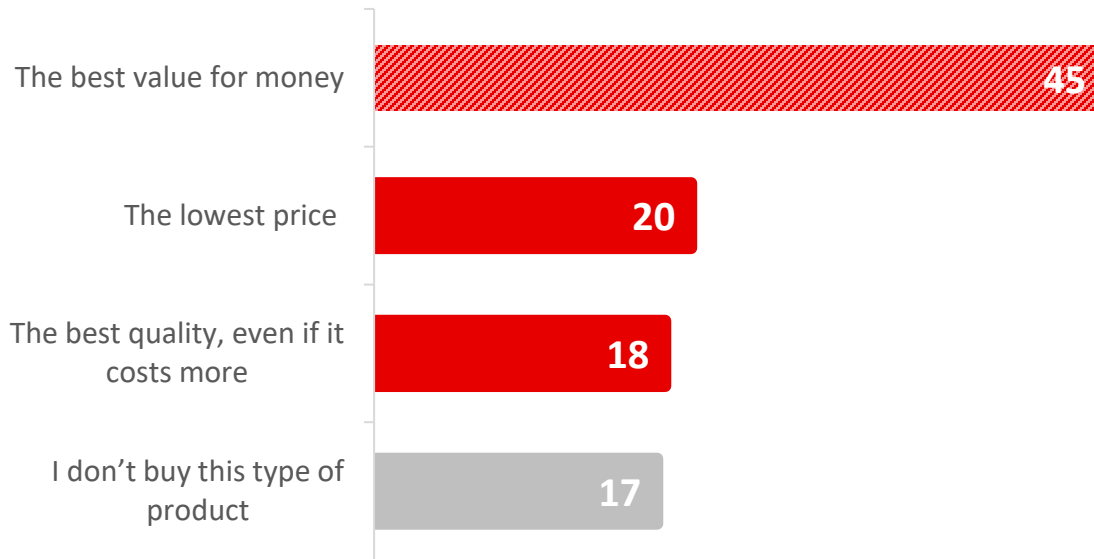
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

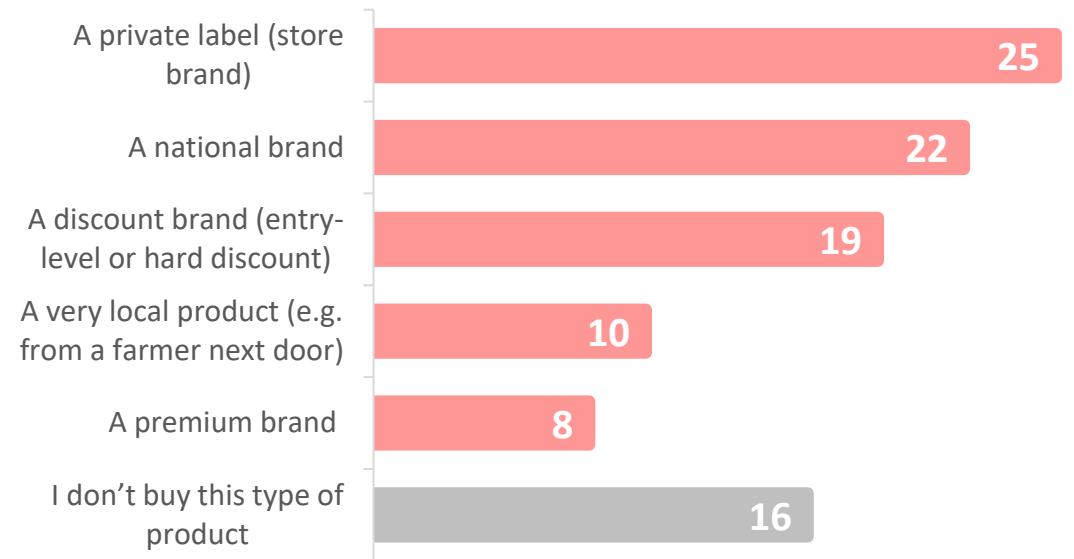
Pet food

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

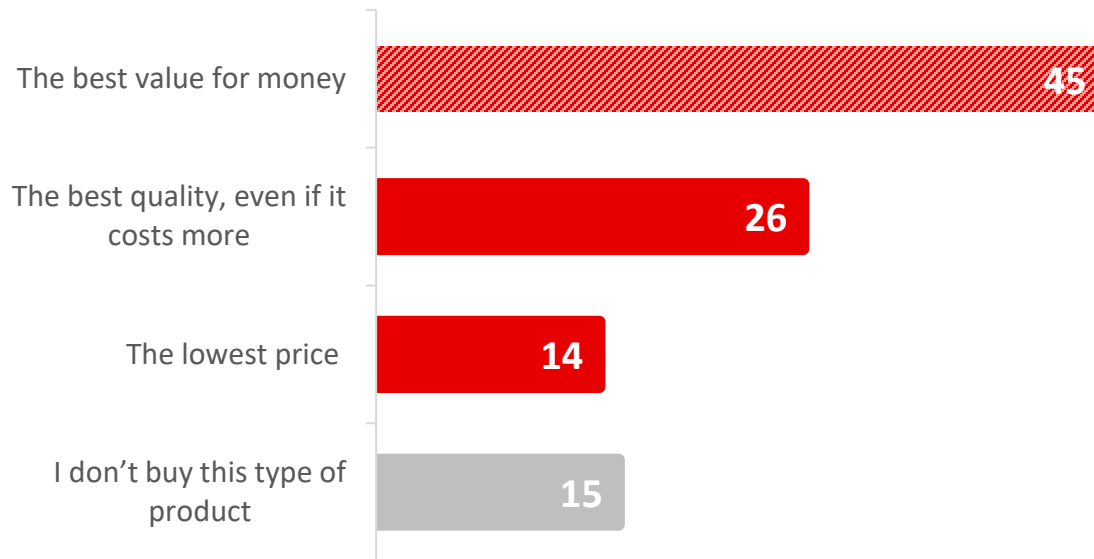
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

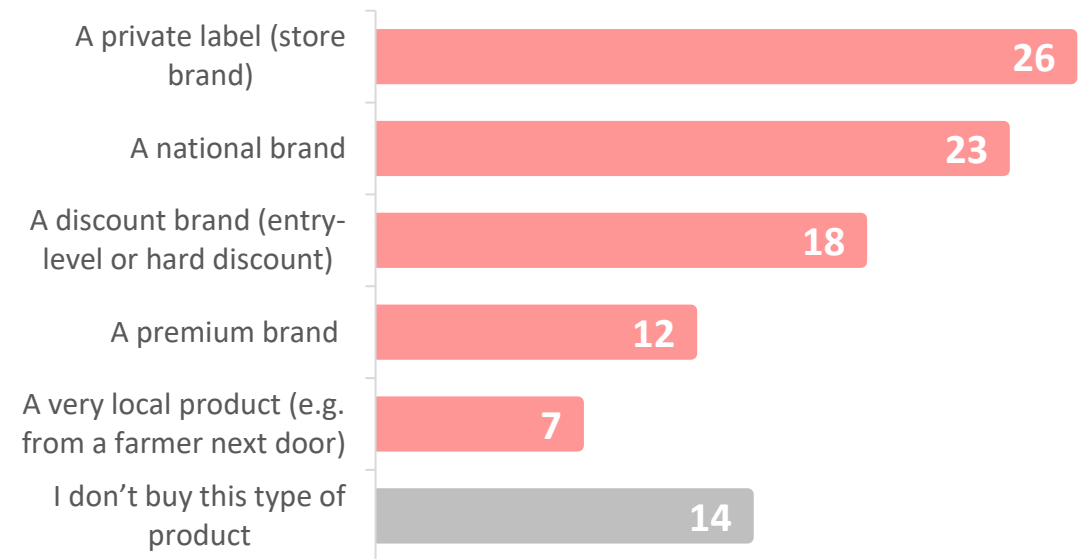
Children's games and toys

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

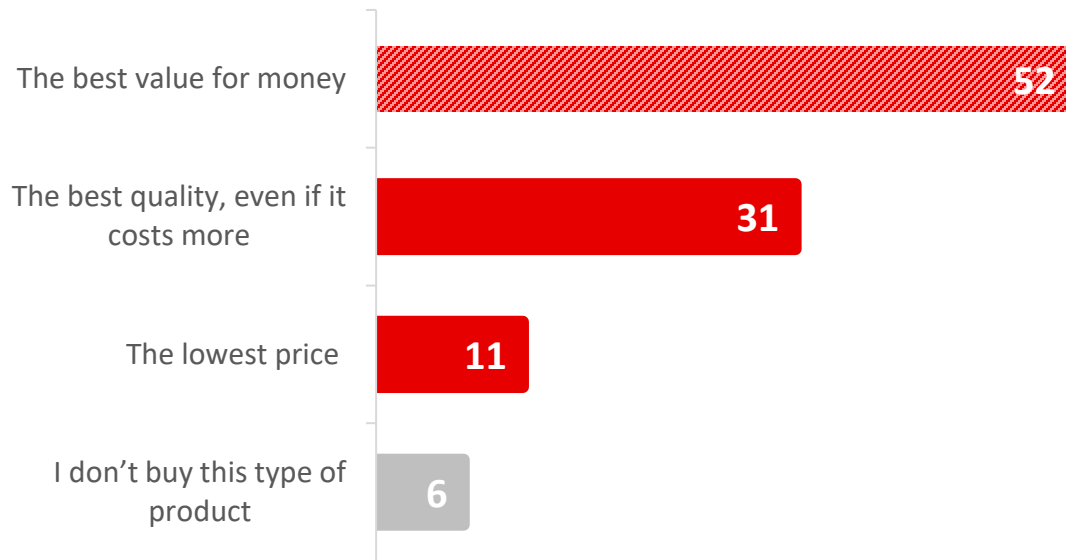
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

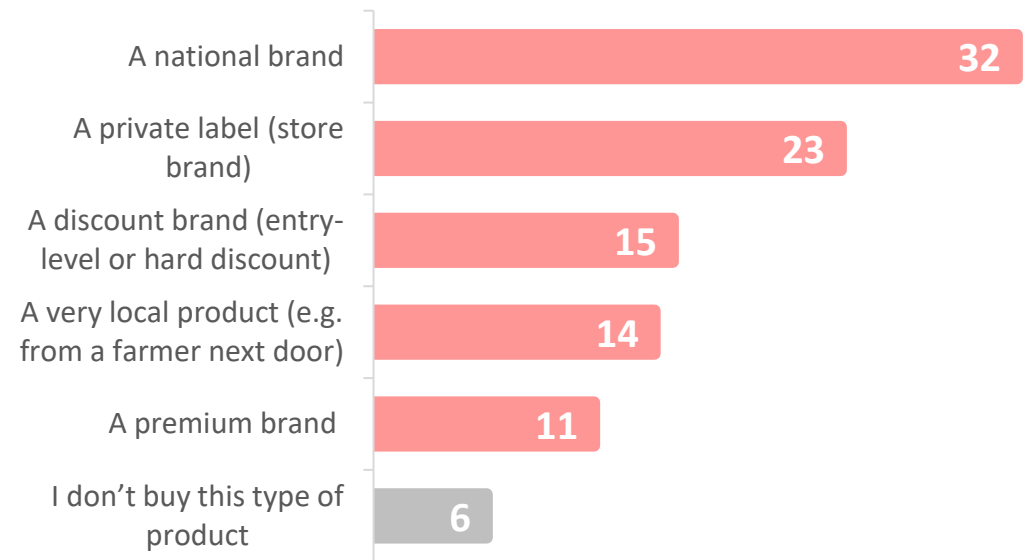
Organic / eco-friendly products

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

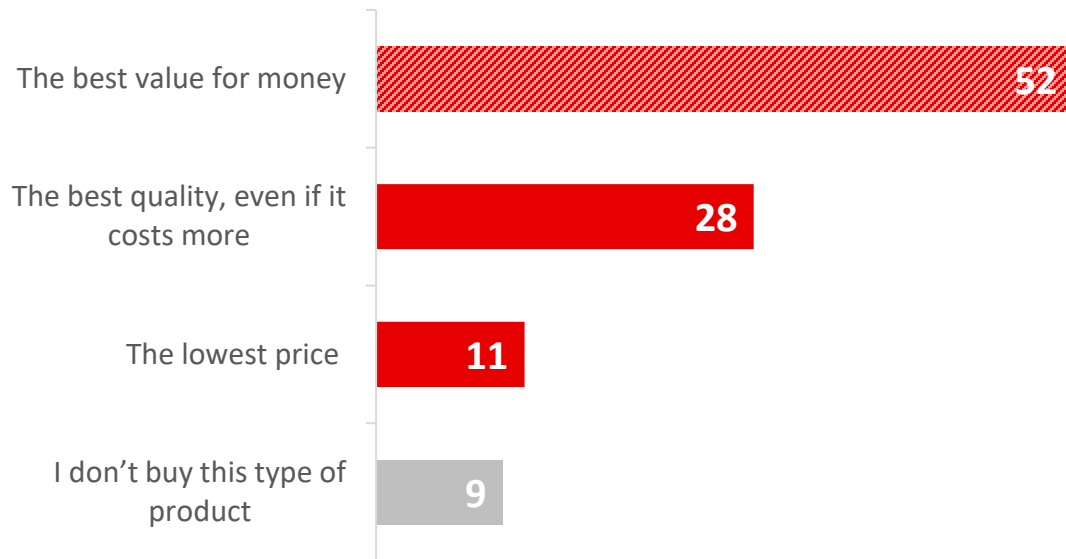
Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

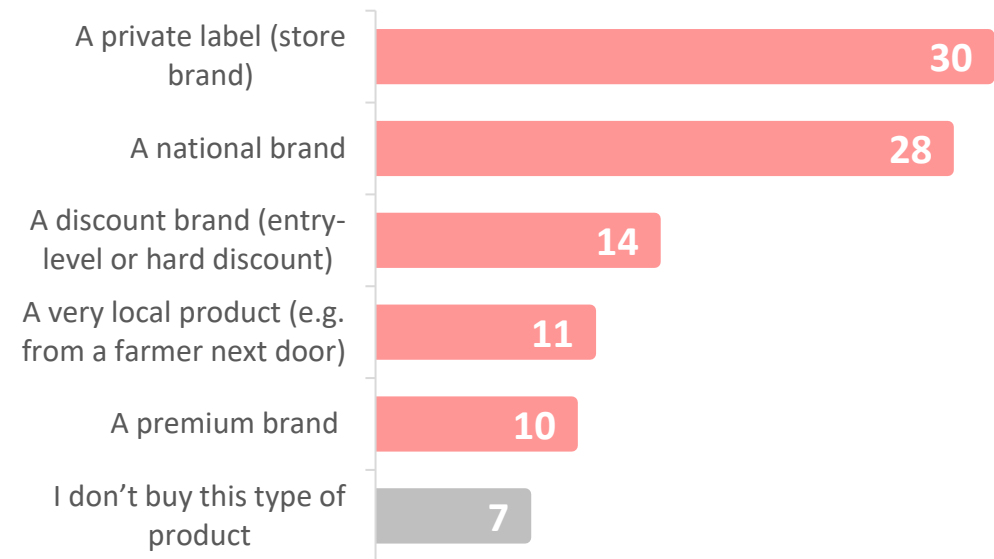
Frozen food

Priority when making a purchase



Base: Vietnamese consumers (1001)
Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

Type of brand prioritized



Base: Vietnamese consumers (1001)
Q30: For each of the following product categories, which type of brand do you usually choose?

A quality-conscious mindset

Vietnamese consumers display remarkably sophisticated purchase priorities across all categories, with only 5-20% motivated purely by lowest price, revealing a market that has matured beyond basic affordability concerns. This refined approach is most pronounced in personal care (9% seek lowest price) and beauty categories (7%), but remains consistently evident even for everyday items like clothing (17-18%).

Private label embrace reveals retailer trust revolution

Vietnamese shoppers demonstrate unprecedented private label acceptance, with store brands capturing 19-30% preference across most categories and actually leading in frozen foods (30% vs 28% for national brands) and pet food (25%). This private label embrace far exceeds typical global patterns where consumers show hesitation toward retailer-branded products. The phenomenon reflects deep trust in retailer curation and quality control.

Selective quality investment in appearance and wellness categories

While maintaining general cost-consciousness, Vietnamese consumers show strategic quality premiumization specifically in personal care and beauty categories. For personal hygiene (33% willing to pay more for quality vs 27% globally) and facial care products (43% prioritize quality), Vietnamese shoppers exceed global quality investment rates. However, this quality consciousness remains highly category-specific, electronics and household items maintain stronger value focus.

Systematic rejection of extremes creates balanced brand portfolios

Vietnamese consumers consistently avoid brand extremes, showing limited interest in both discount brands (typically 12-24%) and hyper-local options (4-11% across categories). Instead, they distribute preferences across national brands, premium options, and private labels in roughly balanced proportions, creating diversified brand portfolios within individual categories.

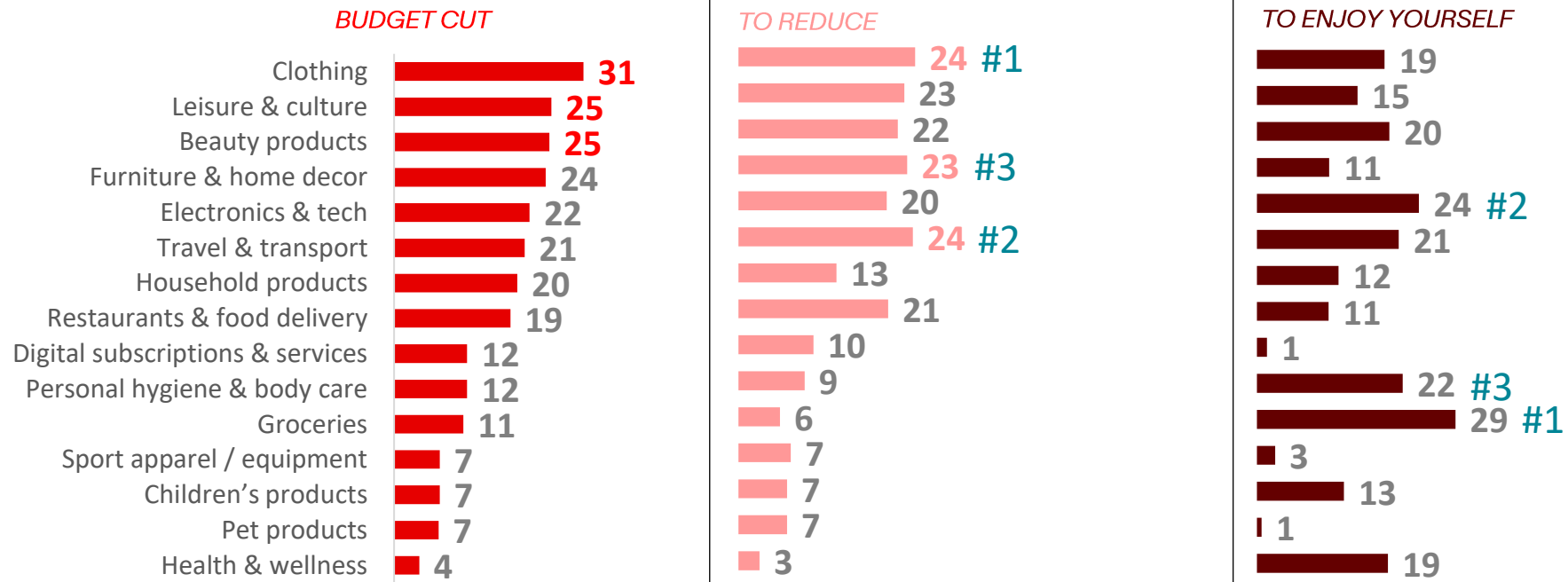
Base: Vietnamese consumers (1001)

Q29: For each of the following product categories, what do you usually prioritize when making a purchase?

Q30: For each of the following product categories, which type of brand do you usually choose?

When money tightens further, sacrifices fall on leisure and fashion while food and tech are fiercely protected.

Consumption adjustment



Base: Vietnamese consumers (1001)

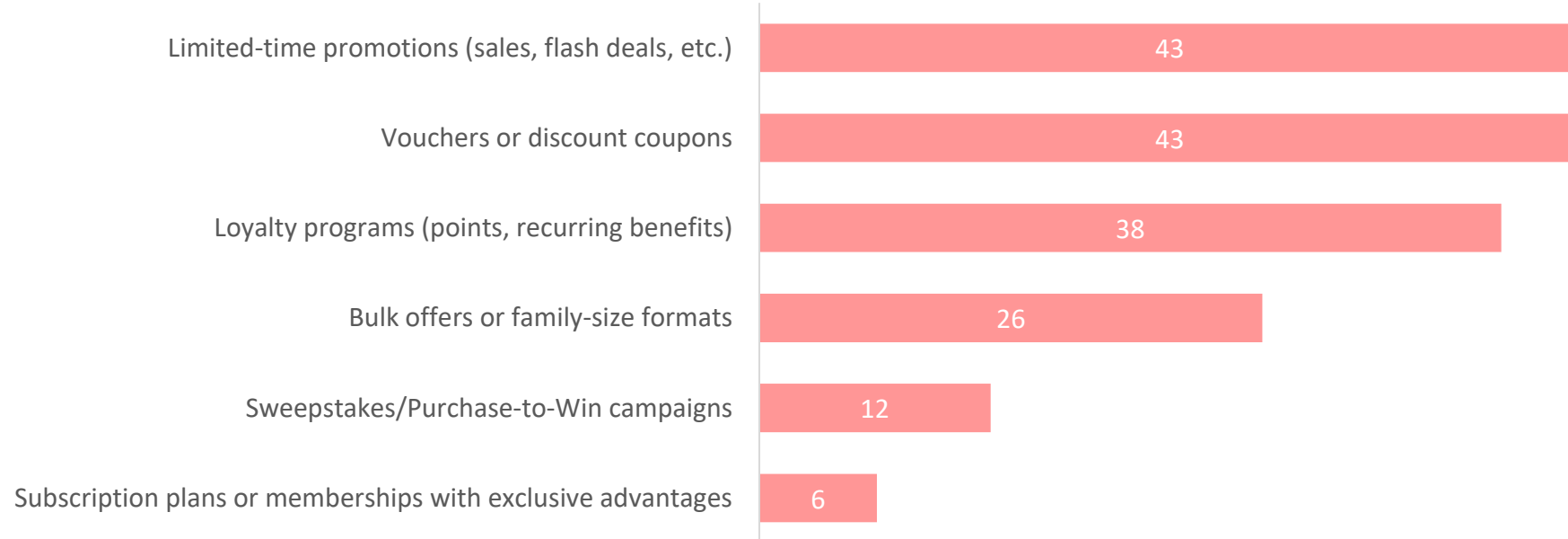
Q31: To afford better choices in some areas, which ones would you be willing to cut back on?

Q32: When you need to reduce your spending, which areas do you tend to cut first?

Q33: When you have unexpected or extra budget, which areas do you most enjoy spending on?

And in the end, urgency beats loyalty, as flash sales trigger action faster than any program.

The most influential levers



Base: Vietnamese consumers (1001)

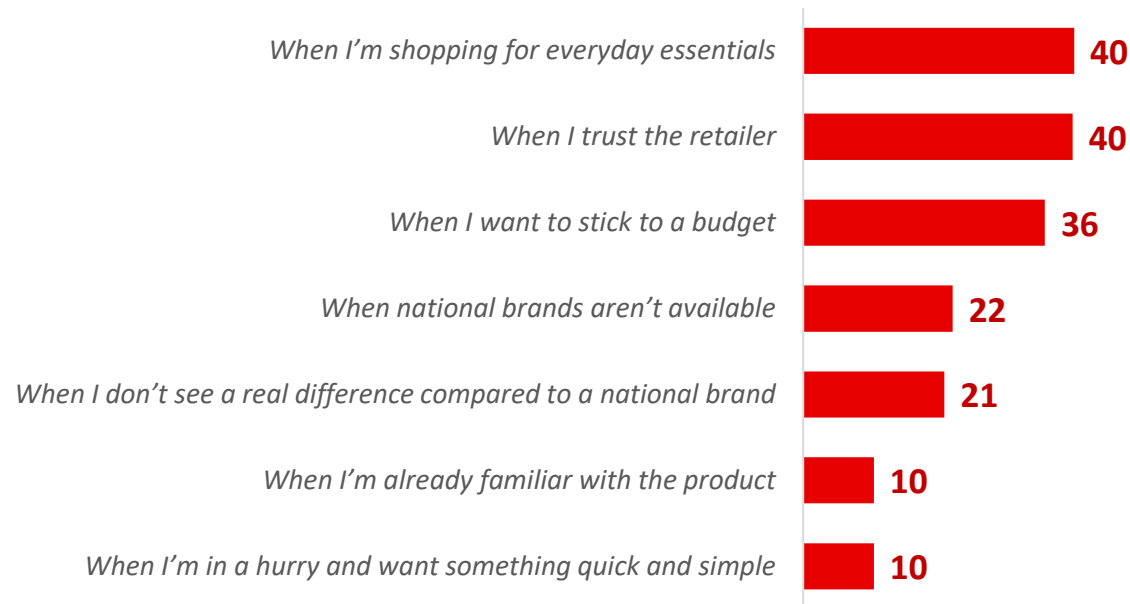
Q34: Which of the following mechanisms most influence your decision to buy a product?



Expectations toward private label brands

Private labels earn their place through essentials and trust, binding shoppers to the retailer.

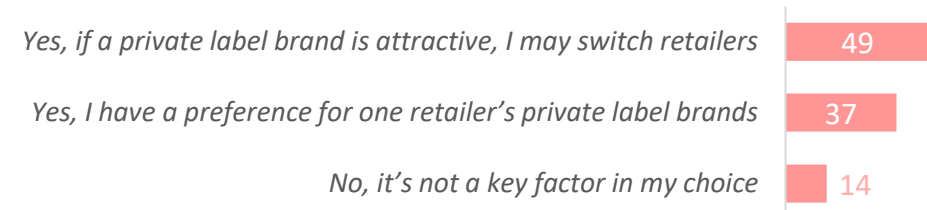
Influences and perceptions of private label brands



Base: Vietnamese consumers (1001)
Q44: In which situations are you most likely to choose a own label brand?



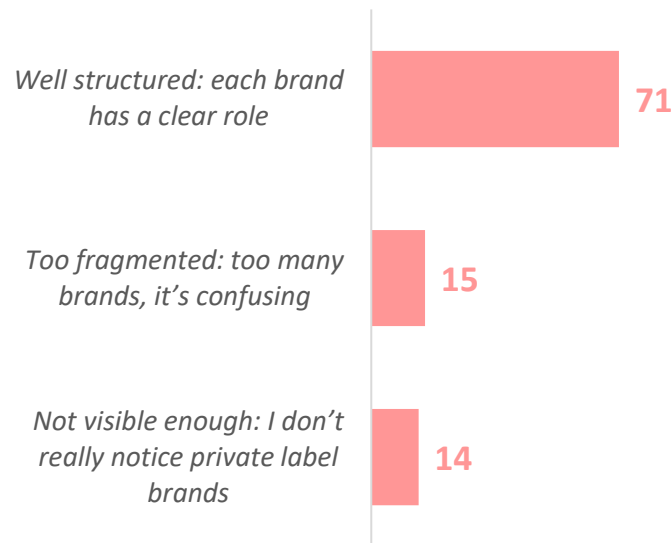
Base: Vietnamese consumers (1001)
Q45: When you think of own label brands, which qualities come to mind?



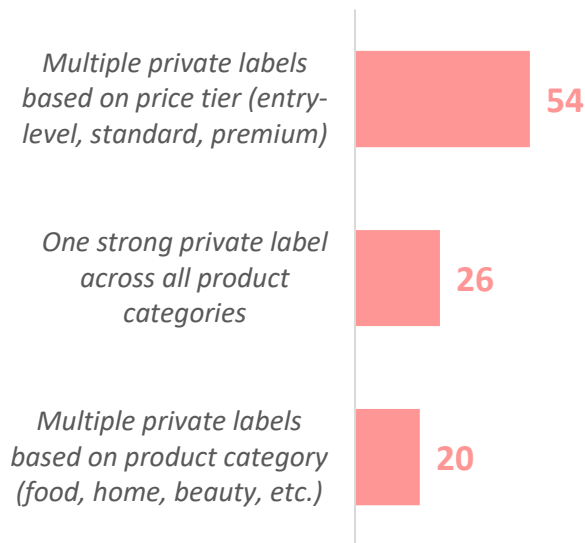
Base: Vietnamese consumers (1001)
Q48: Would you say that private label brands influence your choice of retailer?

Once secured, that trust raises the bars: shoppers now expect structure, transparency and purpose.

Private label brands and strategy



Base: Vietnamese consumers (1001)
Q46: Would you say the current own label offering in stores is...



Base: Vietnamese consumers (1001)
Q47: Do you prefer retailers to use...



Base: Vietnamese consumers (1001)
Q49: In your opinion, how should private label brands evolve?

With expectations reset, the fight shifts to quality and innovation, where price alone is no longer enough.

Consumer expectations of retailers



Base: Vietnamese consumers (1001)

Q50: In which areas would you like to see more innovation from retailers



Key Takeaways & solutions

5 Key Takeaways

1. Strong purchasing power buffers, pressure centred on earnings

Only 33% report a decline in purchasing power, far below the global 43%. A large majority can still cover basics and 64% say they can save, both above global levels. Cuts are milder and mostly discretionary, while groceries and health remain protected and set to be non-negotiables next year. Earnings issues (income drops, stagnant wages) weigh more than rising fixed costs.

2. Quality-first value mindset, not lowest-price chasing

“Best value” is the baseline, then consumers reach for the best quality they can afford; “lowest price” ranks only fourth at 9%. A “good price” is one that is fair and aligned with quality (92% vs 78% globally), with strong willingness to pay more for better quality and sustainability. Cues like origin and online reviews shape fairness more than in other markets.

3. Social-commerce nation with research-heavy journeys

Social platforms are the top buying channel by a wide margin (about half purchase there, more than double the global rate). Shoppers compare more than a year ago and lean on reviews, test videos and in-store verification, with very low “no-research” rates. Financing and cheaper alternatives are used to sustain consumption rather than abandoning purchases.

4. Surgical price attention on essentials, pragmatic reactions to hikes

Price attentiveness peaks in groceries, electronics, and health, above global benchmarks. When prices rise, Vietnamese consumers reduce quantities or buy less often and hunt promotions, rather than switch brands or stop buying. Looking ahead, they will watch clothing and leisure closely, while groceries, health and energy stay protected.

5. Private labels as a trust-led growth platform

Private labels are widely accepted and even lead in some categories, signalling high trust in retailer curation. Forty percent choose PL when they trust the retailer and for everyday essentials; nearly half would switch retailers for an attractive PL offer. Most find PL architectures well structured and want clearer value proof and stronger ethical commitments.

Actionable solutions

Paths to improve consumer purchasing experience

Macro-economic solutions **1**

Verify social commerce by design.

Require seller verification, unit price, returns, and a QR link to origin/lab tests/reviews on every social promo and PDP. Why: ~50% of Vietnamese shop via social (~2× global) and a “good price” means proven, fair quality (92%).

Publish price histories and clear promo terms.

Standardise 30–90-day price trails; mandate expiry/stock visibility and plain-language T&Cs for flash deals and vouchers. Why: Vouchers (43%) and limited-time promos (43%) are the top buy levers, and 87% compare more than a year ago.

Responsible credit guardrails.

For installments/BNPL, standardise APR + total cost and add a short cooling-off window on essentials. Why: 33% use financing when budgets tighten (vs 19% global).

Retailer solutions **2**

Put proof on every shelf/PDP.

Surface origin, third-party test badges and review snippets; add “scan to verify” QR that opens short test videos and a simple “fair price” explainer. Why: Origin (~34%) and reviews (~27%) are primary fairness cues; Vietnam has very low “no-research” rates.

Run a social → store conversion loop.

Tease deals and test videos on social, then close in store with try-tables, QR price proofs and quick comparisons in high-scrutiny aisles (electronics, beauty). Why: social is the #1 shopping channel (~50%), while in-person inspection remains a top decision step.

Scale trust-led private label.

Keep clear Entry/Standard/Premium tiers; add guarantees and ethics/sustainability proof; use “no-risk switch” trials on sensitive categories. Why: ~49% would switch retailers for an attractive PL and ~71% say PL architectures are well-structured—buyers want transparency and credibility.

Thank you! Thank you! Thank you!