Unleash Modern OOH: Shaping Another Social Vibes

Market Pulse Q1'25

Source: Data ending Mar'25

Prepared by NIQ – Vietnam Industry Insight team

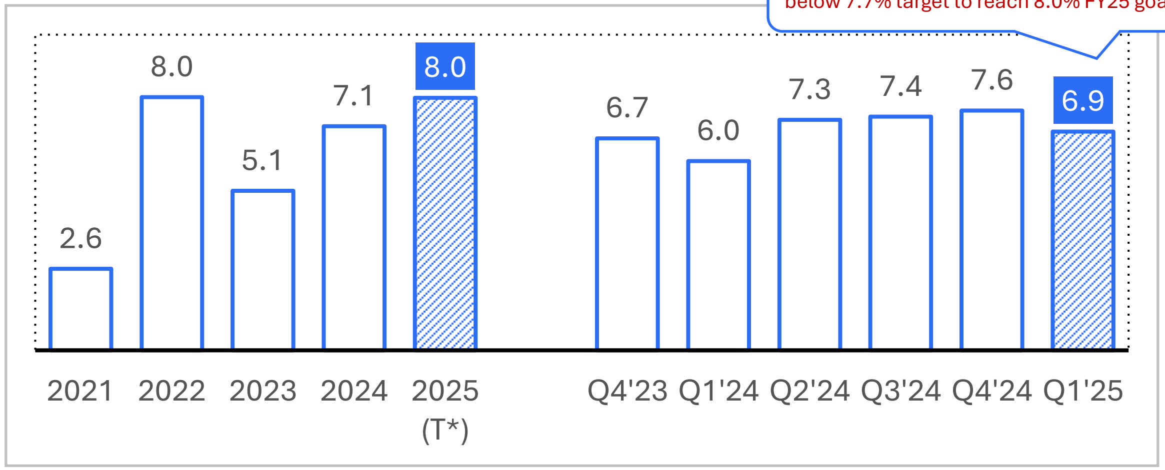
May 2025

NIQ

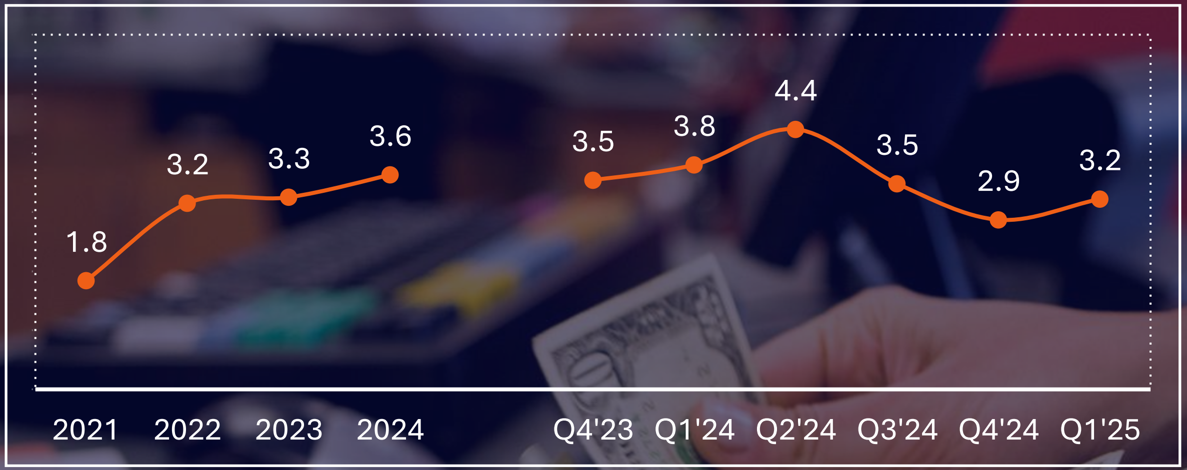
VN Q1’25 observes the higher growth pace vs YA, thanks to Industrial & Construction and Services.

About GDP by Spending, besides a sign of slowing down in export growth, note domestic sectors’ growth gradually recover.

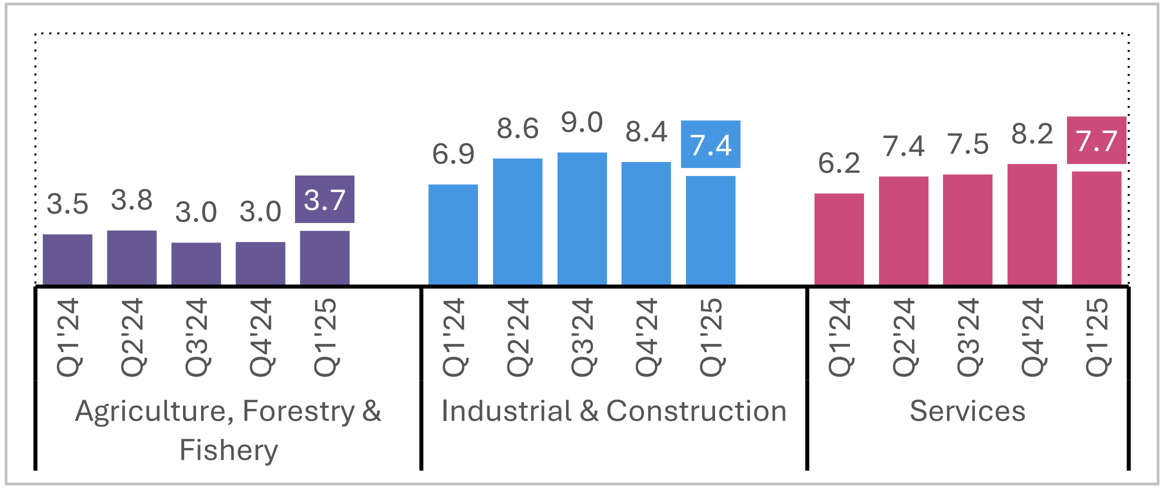
❑ **Vietnam – GDP growth vs. YA**



❑ **Vietnam – CPI growth vs. YA**



Sectors contributing to GDP



GDP Q1’25 growth by Spending

Consumption

Recovery

9.9%
+1.7% (Q1’24)
Total Retail Sales of Goods & Services

Investment

Faster growth

5.5%
+4.2% (Q1’24)
Non-state sector

9.3%
+8.9% (Q1’24)
FDI

Government Spending

Strong Recovery

15.4%
-4.0% (Q1’24)
State sector

9.5%
Public investment disbursement (% plan)

Net Exports

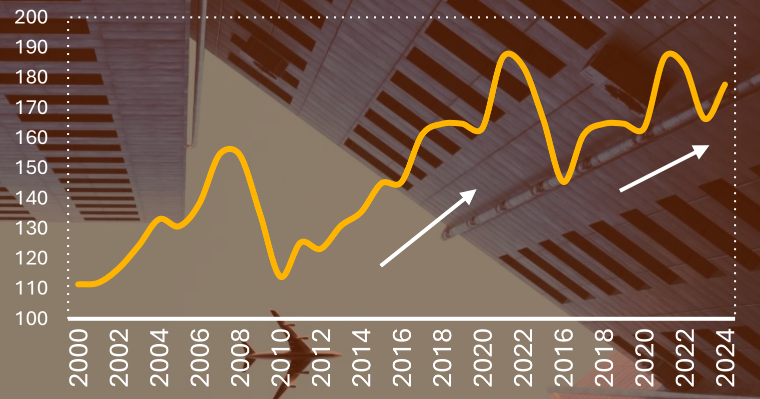
Slowed growth

10.6%
+17% (Q1’24)
Goods Exports

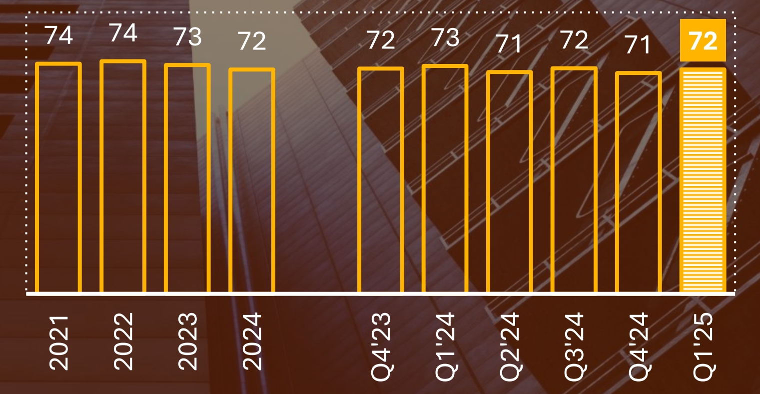
17.0%
+13.9% (Q1’24)
Goods Imports

VN is becoming more integrated into the global economy

VN Trade Openness Index

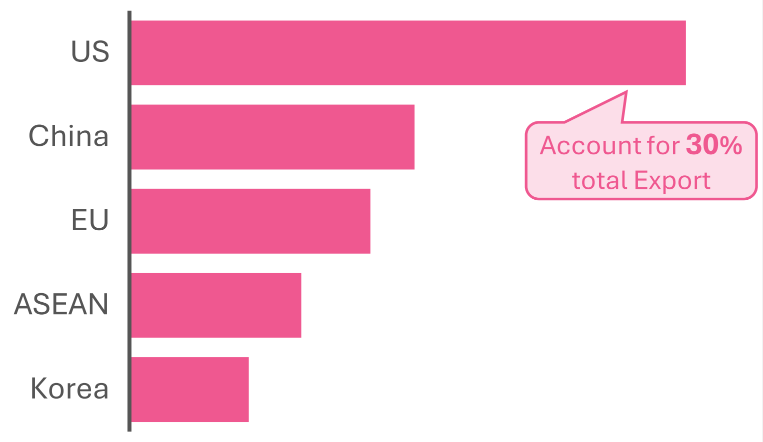


VN % of FDI in Export of Goods

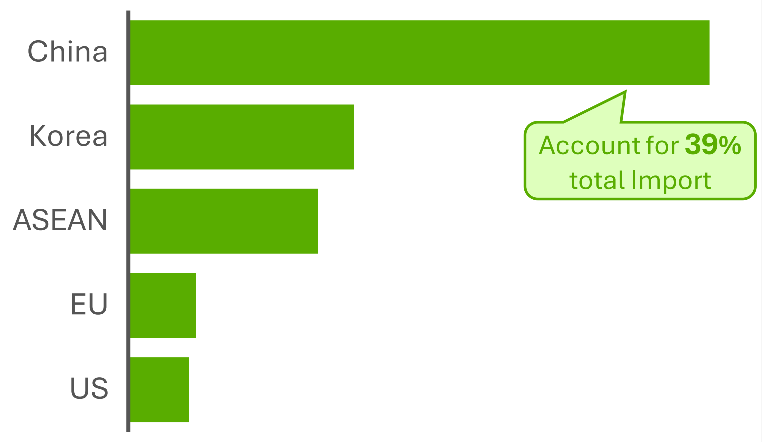


Hence, notice impact of the U.S. - China trade tensions, given that both are VN's top trading partners for imports and exports.

❑ VN **Export** turnover by country in 2024



❑ VN **Import** turnover by country in 2024



❑ **U.S. Reciprocal Tariffs and China's Retaliatory Tariffs**

U.S. Reciprocal Tariffs

China	245% (*)
Lesotho	50%
Cambodia	49%
Laos	48%
Madagascar	47%
Viet Nam	46%

(*) Suspends Tariffs for Non-Retaliating Trade Partners within 90 days from Apr 9

China's Retaliatory

125% U.S.

- ***Final tariff hike**, No further increases despite U.S. moves*
- *Some U.S. Entities to **Export Control** List, and Unreliable Entity List*

Source: Export – Import GSO, U.S. Reciprocal and China Retaliatory – WTO, TTXVN

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FMCG Q1 Landscape

Market Pulse Q1'25

Source: Data ending Mar'25
Prepared by NIQ – Vietnam Industry Insight team

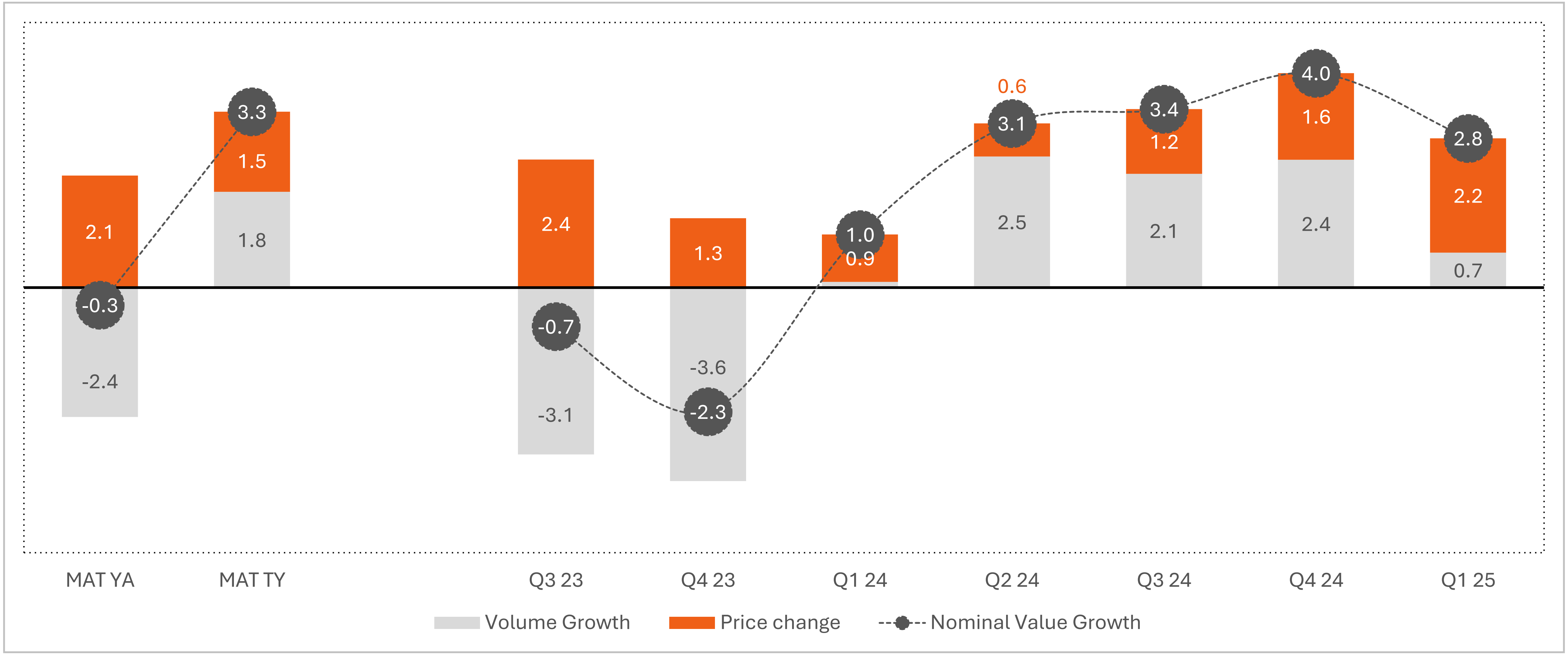
May 2025

NIQ

FMCG maintains growth momentum in Q1'25, led by price increases with the seasonal impact.

However, note the strong growth of price, outpacing previous quarters.

❑ **VN in.SR – FMCG – Value % Growth vs. YA by Volume & Price**



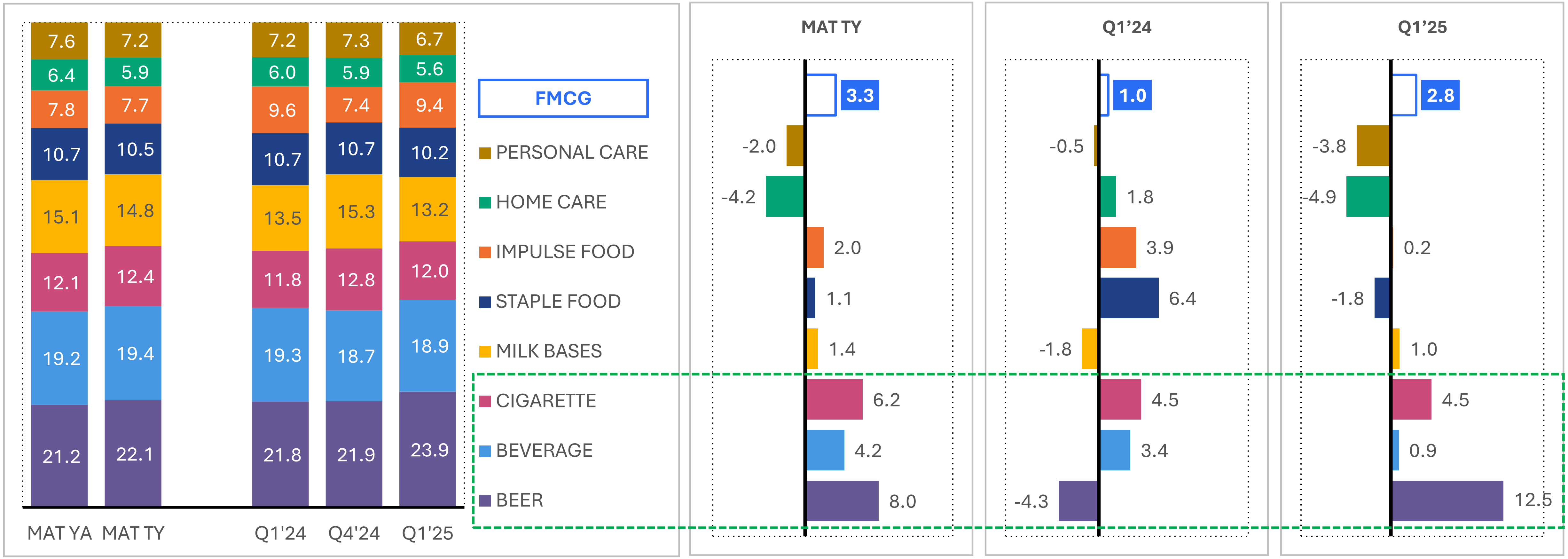
Source: NIQ Retail Audit data ending Mar'25

The growth is primarily driven by a rebound in the Beer and continue expansion in Cigarettes in Q1'25.

However, note the slower pace of Beverage categories in Q1'25 growth, compared to Q1'24.

❑ **VN in.SR – FMCG by Super Groups – Value % Share**

❑ **Value % Growth vs YA**



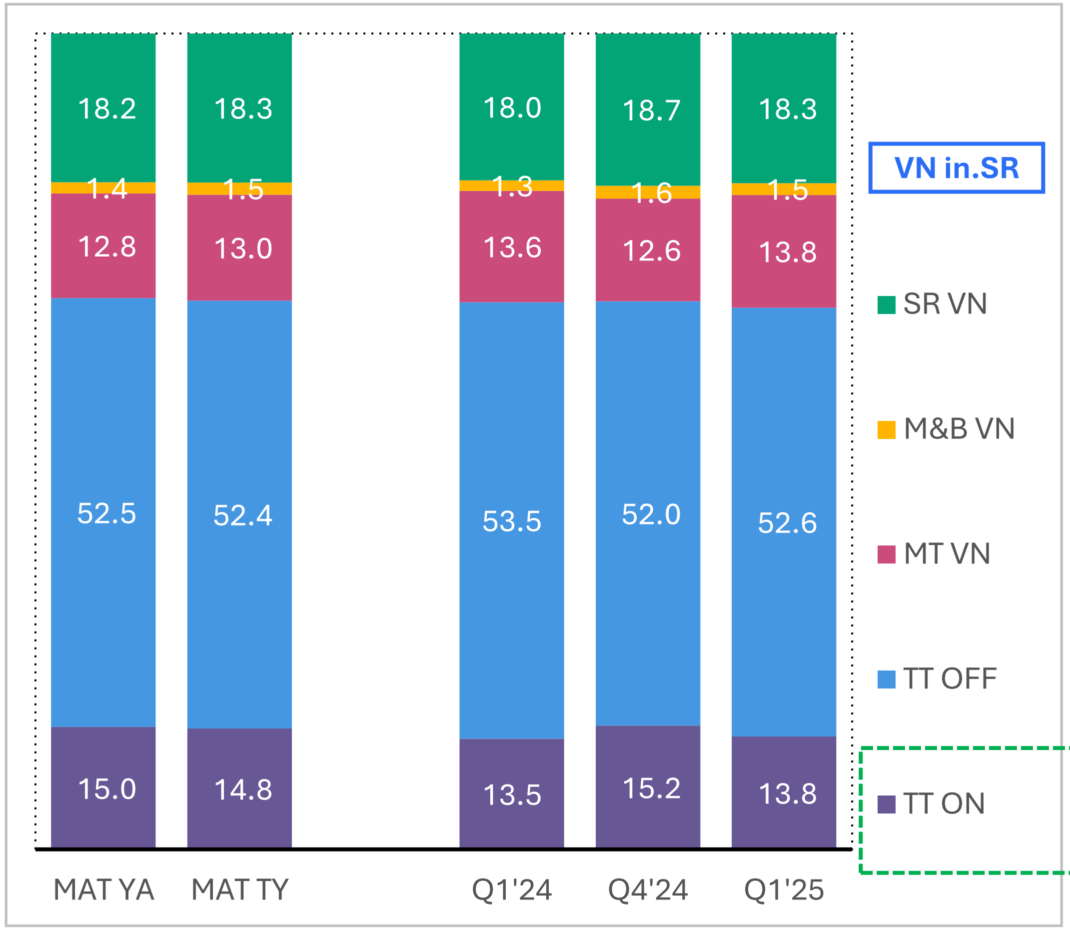
Categories in NTW in.SR include **Beer**, **Beverage** (Soft Drink, Energy Drink, RTD Tea, Fruit Juice, Package Water, Sports Drink, Coffee), **Cigarette**, **Milk Bases** (RTD Milk, Sweetened Condensed Milk, Milk Powder, Healthy Food Drink, Liquid Milk Powder), **Staple Food** (Sauces, Chili Sauce , Msg-Bouillon, Instant Noodles), **Impulse Food** (Biscuits, Pie & Sponge Cake, Candy, Snack, Gums), **Home Care** (Dishwashing Liquid, Fabric Softener, Household Cleaner, H.I. Aerosol , H.I. Coil , Laundry Products, Toilet/ Kitchen/ Napkin Tissue), **Personal Care** (Feminine Protection, Hair Conditioner, Personal Wash, Shampoo, Toothbrush, Toothpaste, Razors and Blades, Facial Tissue, Baby Diapers, Adult Diapers).

Source: NIQ Retail Audit data ending Mar'25

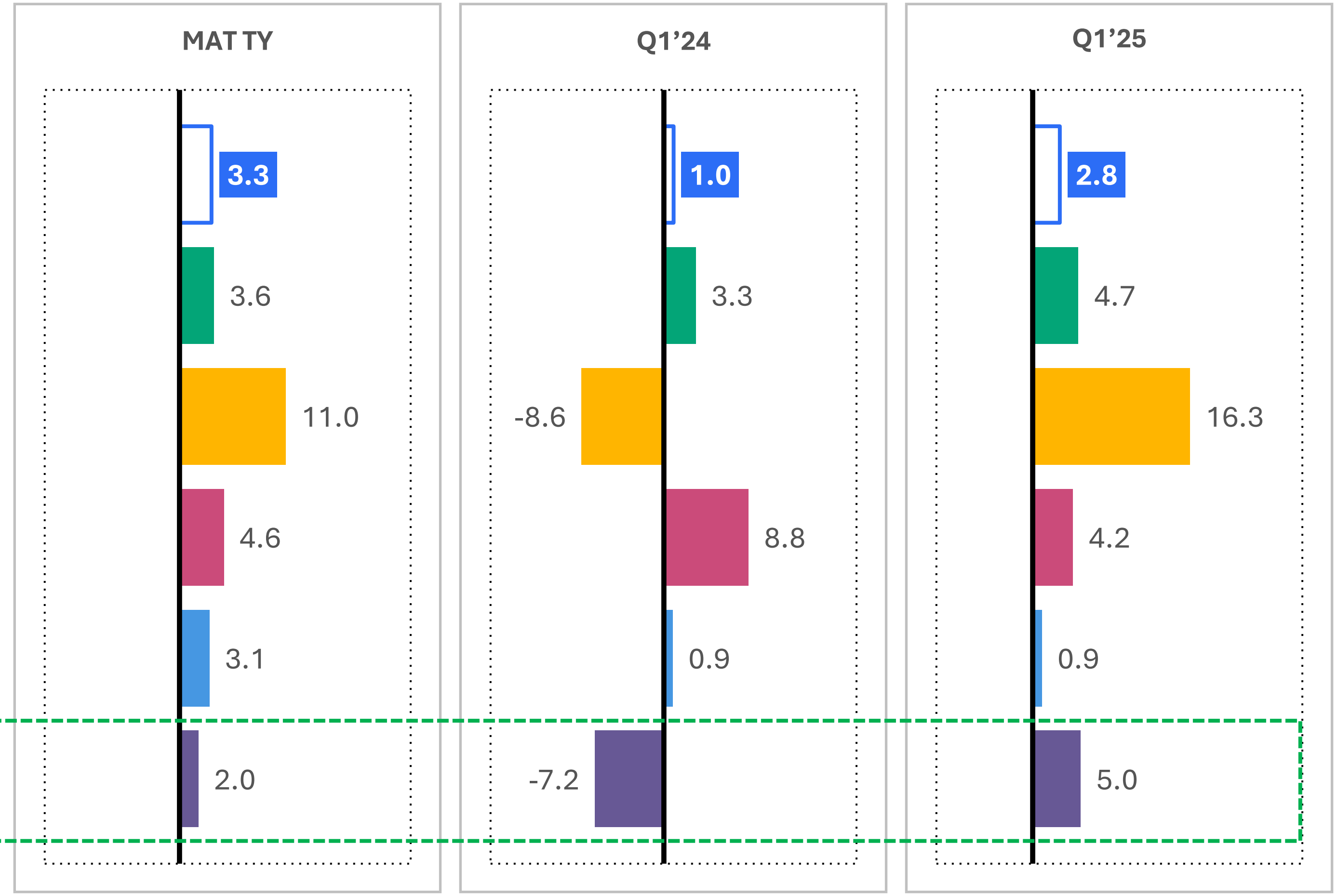
Note that since Q1'25, Insecticide Control is replaced with Razor and Blades in Personal Care, SR enhancement is applied in Milk Power, Liquid Milk Powder, Baby Diaper, Adult Diaper.

Channel-wise, while SR and MT show strong long- and short-term growth, TT ON also notices signs of recovery in Q1’25.

❑ VN in.SR by channels – FMCG – Value % SOT



❑ Value % Growth vs. YA



Categories with M&B tracking include **Milk Bases** (Milk Powder, Liquid Milk Powder), **Personal Care** (Baby Diapers, Adult Diapers).

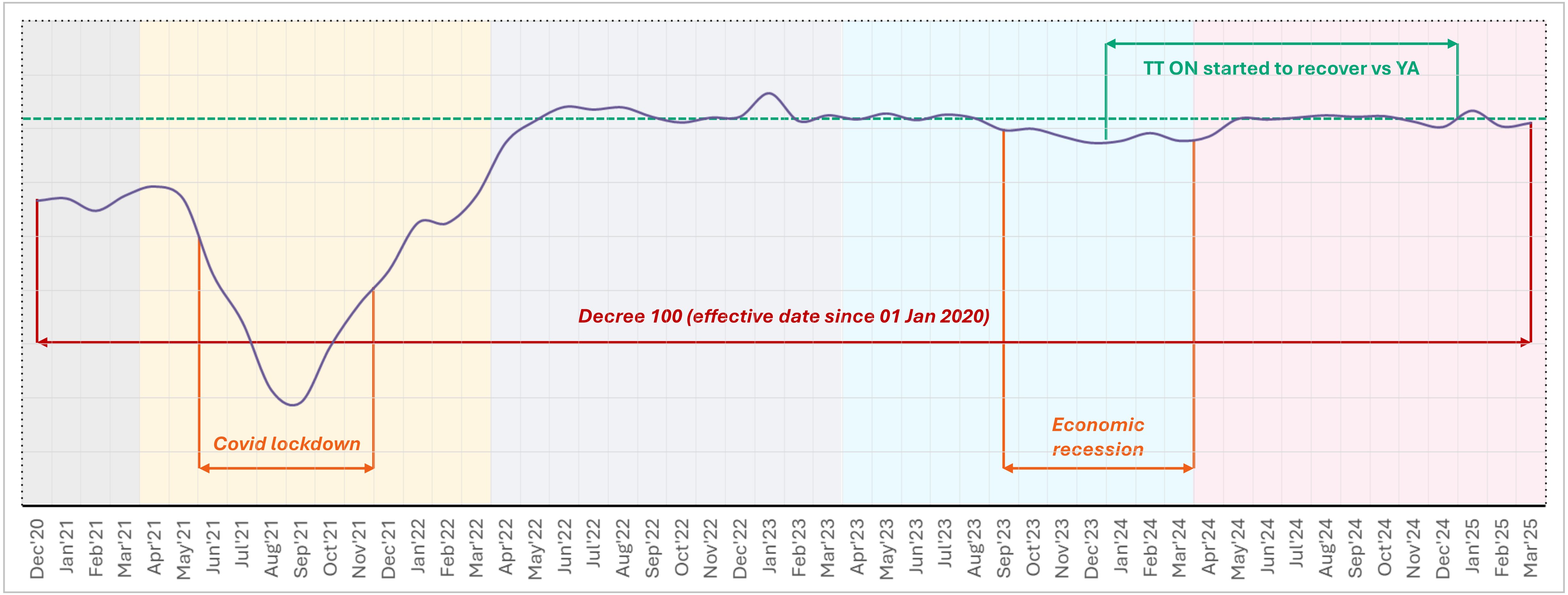
NIQ Source: NIQ Retail Audit data ending Mar’25

Note that since Q1’25, Insecticide Control is replaced with Razor and Blades in Personal Care, SR enhancement is applied in Milk Power, Liquid Milk Powder, Baby Diaper, Adult Diaper.

Unleash Modern OOH: Shaping Another Social Vibes

Despite the ongoing impact of Decree 100, signs of recovery in TT ON highlight the importance of understanding On-premise consumer behavior to capture emerging opportunities.

❑ **TT On VN – FMCG – Value Sales trend in 3 years**



Vietnamese drinkers typically allocate around 10% of household income to F&B spending.

Young consumers and gender balance are notable trends.

Vietnamese drinkers

Gender

Male — Accounts for **53%**

Female — **47%**

Age Range

25-34 — Accounts for **34%**

35-44 — **27%**

Avg. monthly household income

25 - 40M

is the income range accounting for 49% respondents

Monthly eating & drinking spend

2 - 4M

leads with 37% respondents, followed by 4 - 5M and 1 - 2M at 14% each

98%

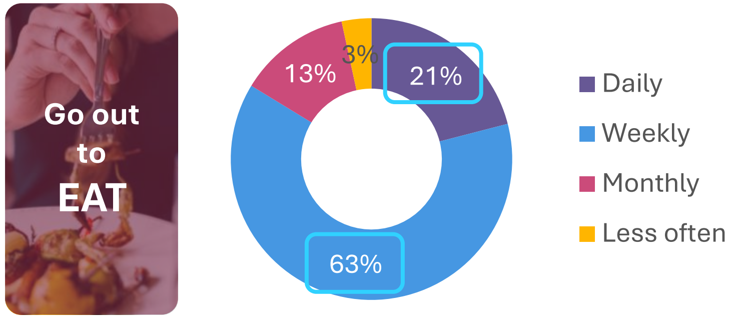
respondents visited cafes, bars, restaurants, clubs, or similar venues in the past 3 months.

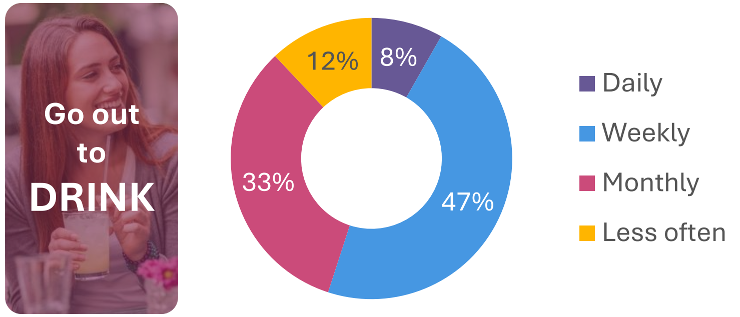
Source: CGA OPUS SEA – Vietnam Dec24, sample size: 1,382

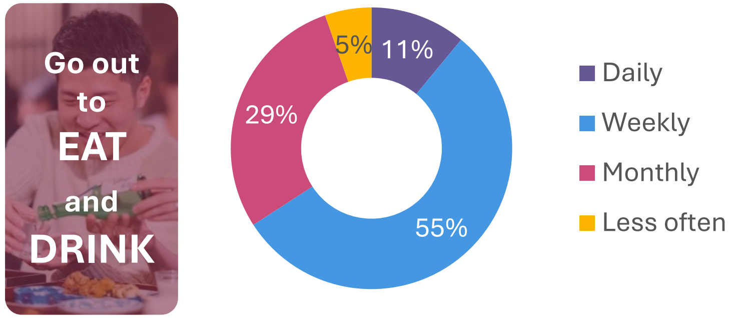
Eating out remains more frequent than drinking, but drinkers present an opportunity with high weekly visits for relaxed, after work drinks, casual, and high-tempo occasions.

However, special and business occasions remain the top reasons for drinking out.

On-Premises Consumption Frequency by PURPOSE



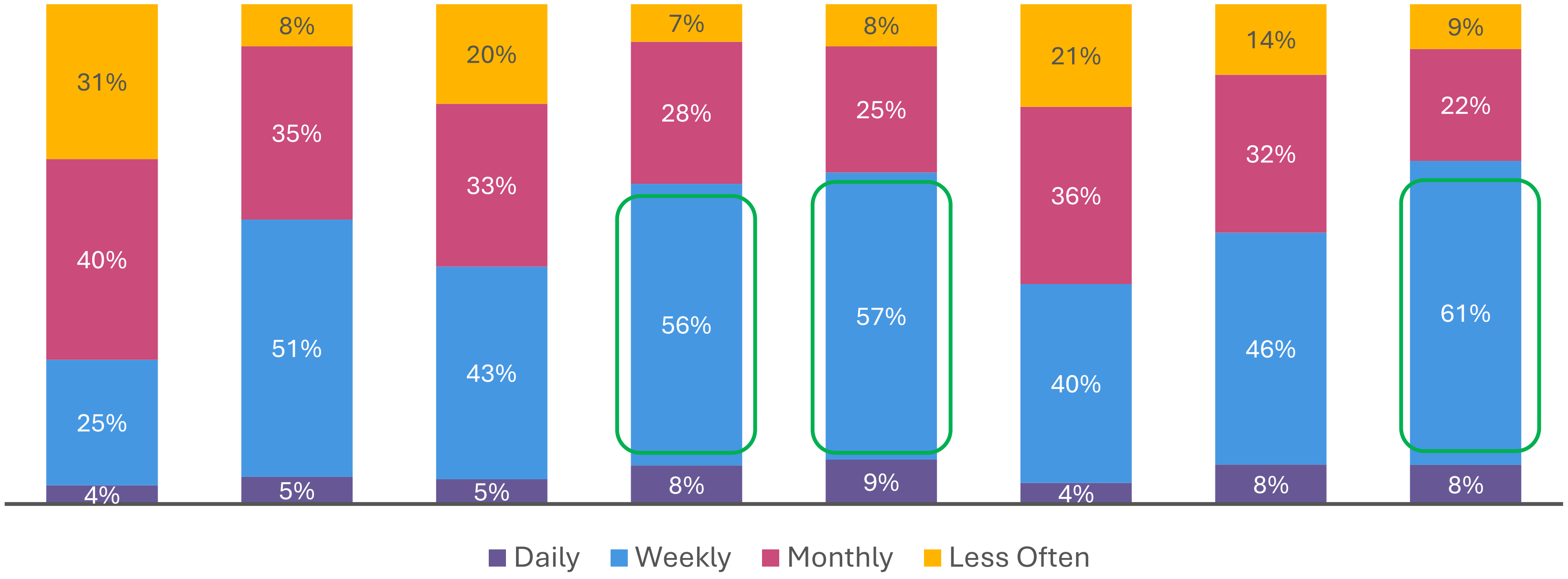




Which of the following OCCASIONS would you typically go out for and HAVE DRINKS?

49%	47%	35%	34%	30%	29%	21%	19%
Special occasion	Relaxed/ quiet drinks	Business occasion/ meeting	After work drinks	Casual meal	Formal meal	To watch live sports	High tempo drinks

How often would you go out for the following OCCASIONS in a 3-month period?

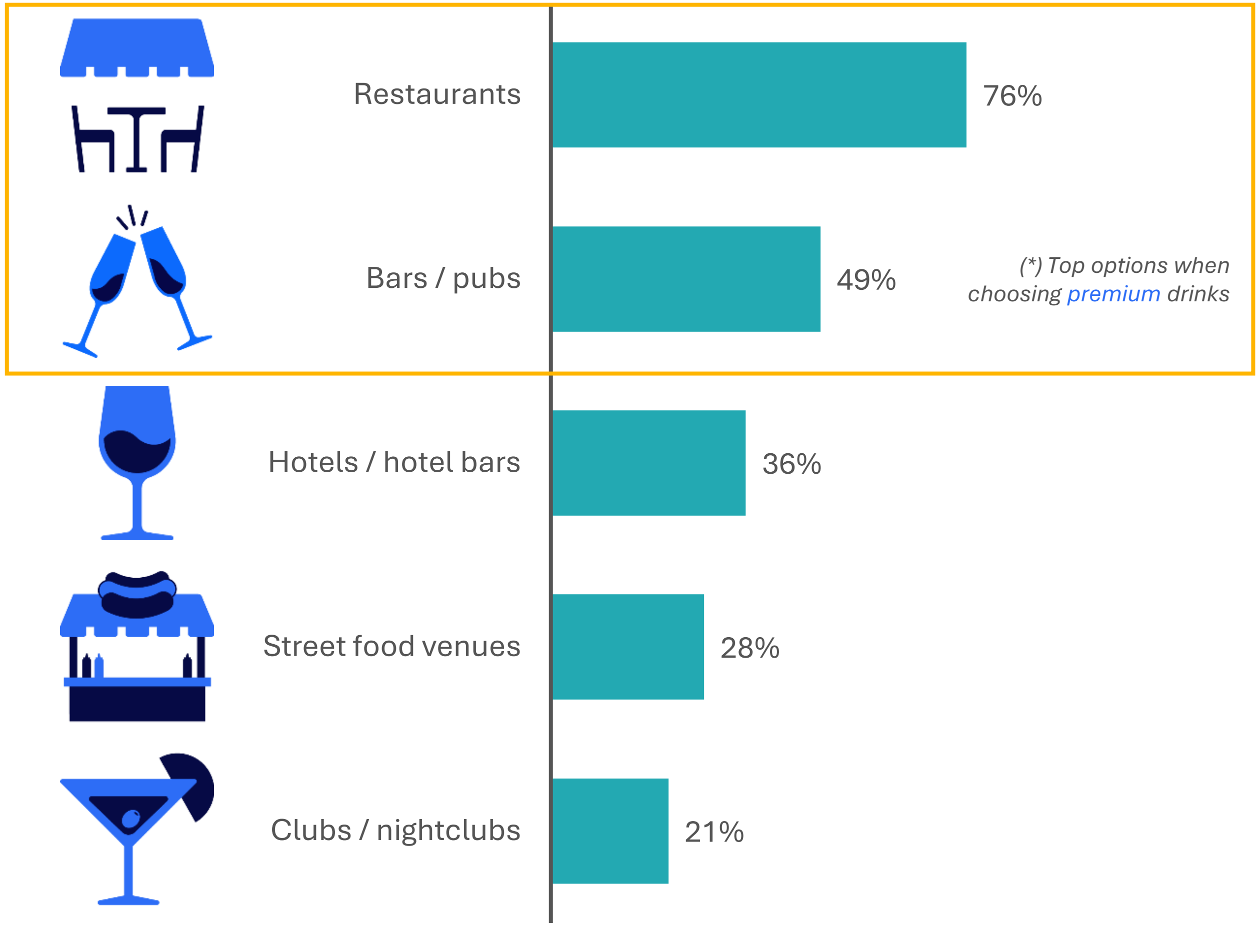


Source: CGA OPUS SEA – Vietnam Dec24, sample size: 1,382

Restaurants & bars are key drivers of On-Premise growth, especially for trade-up opportunities.

Despite price remains the top consideration across OOH store types.

Which VENUES would you typically visit in a 3-month period?



Source: CGA OPUS SEA – Vietnam Dec24, sample size: 1,382

What is OPUS?

- OPUS = On Premise User Study
- Large scale, robust online consumer survey
- Core consumer service available in all of our core markets across the globe (currently live in over 15 markets)
- OPUS SEA launched in December 2023 (Bi-annual)
- Historically OPUS SEA has been focused on spirit category insights covering Whiskey, Gin, Vodka, Tequila, Brandy/Cognac, Rum and mixed drinks/cocktails.
- However recently expanded scope to cover the beer category too

Purpose of OPUS

- Designed to provide **foundational** insights into consumers On Premise behaviours, based on the common questions across clients
- Covers the **fundamentals** around consumers interaction with different channels, occasions and drink categories within the On Premise
- A rich, single source of On-Premise insights that provide all the **core insights** needed to build a winning category strategy, based on in-depth understanding of what consumers are doing in the On Premise and why.
- OPUS aims to inform wider channel and occasion strategy, allowing clients to understand the size of each occasion, the top channels for each occasion and how to win share with the right brand and category strategy

OPUS Core Content

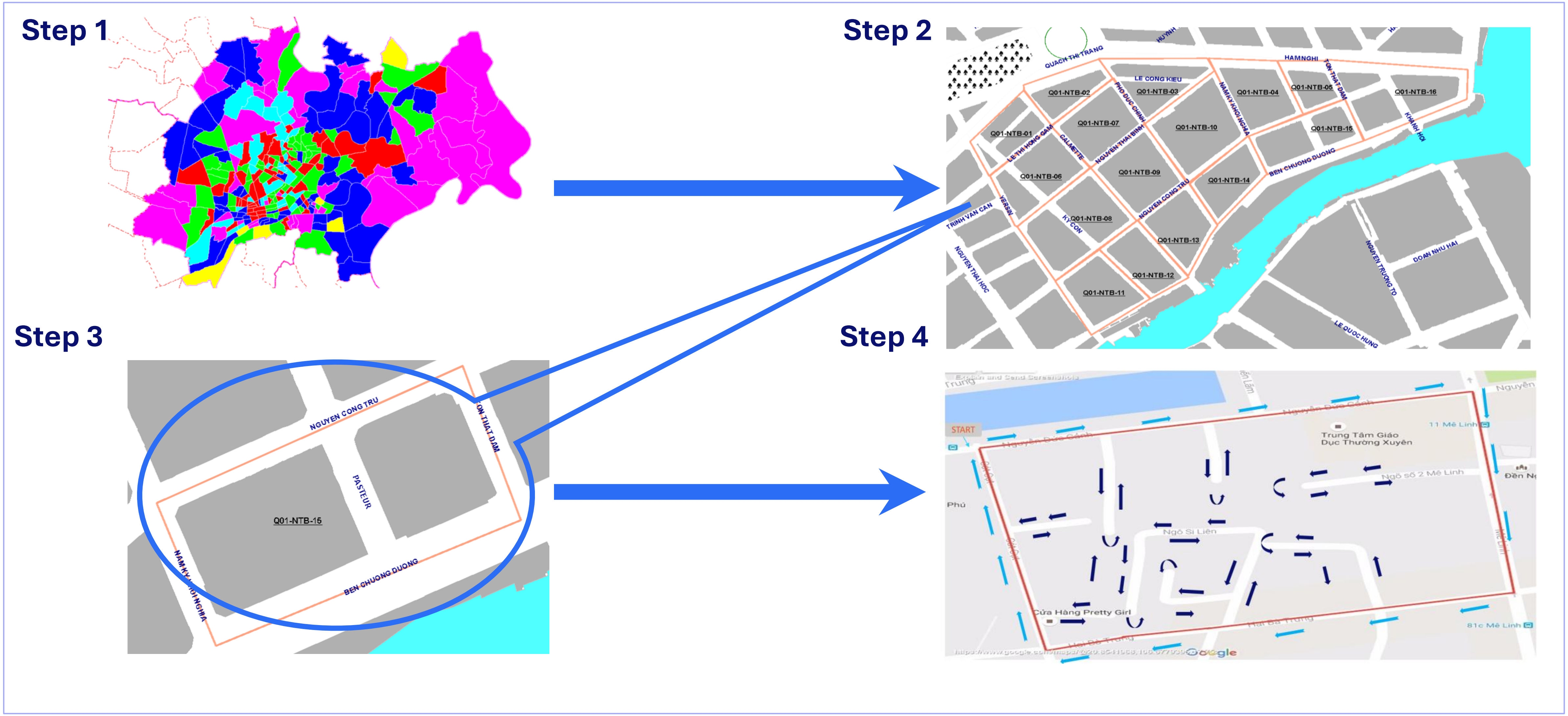
General / consumer	Category*	Channel	Occasion
❖ Gender ❖ Age ❖ Region / state ❖ Frequency of visit ❖ Days of week visited ❖ Visitation for food vs drink-led occasions ❖ Monthly spend ❖ Cities visited ❖ Likelihood to trade up ❖ Lifestyle priorities ❖ Location of residence ❖ Parental status ❖ HH income ❖ HH makeup ❖ Cost of living impact	❖ Mega-categories ❖ Sub-categories ❖ Frequency of consumption ❖ Quality of brands consumed ❖ Drink quality preferences ❖ Sub-types ❖ Format / style ❖ Need state ❖ Spend x format / style ❖ Brands consumed ❖ Drivers to brand choice ❖ Likelihood to specify brand when ordering	❖ Brands / venue chains visited ❖ Primary channels ❖ Secondary channels ❖ Frequency of visit to primary channels ❖ Channel deep dives for primary channels: o Quality of outlet visited o Occasions visited for o Spend per head o Drink choice o When decision on what to drink is made o Touchpoints / drivers to drink choice o Ordering preferences	❖ Primary occasions ❖ Secondary occasions ❖ Frequency of visit for primary occasions ❖ Frequency of visit for secondary occasions ❖ In previous iterations of OPUS, we have also deep dived on primary occasions, but we have recently removed these due to survey length. ❖ Coverage: o Spend per head on occasion o Drink choice o Number of serves x category

**This is the core content currently required for any market, across any category, channel and occasion. However, there will be market specific differences and category specific questions that differ between markets. Please loop in with the project team for the latest wave to understand these in more detail.*

OPUS SEA summary of content: Beer and Spirits categories

General consumer habits	• Frequency of On-Premise visits • Spend in On Premise • Path to purchase (Drivers) • Occasions in the On Premise • Drink categories and number of brands drank • Types of venues visited	**Brand / Category consumer profiling and targeting**	• Profiling of most popular brands and categories, as well as competitive offerings • Demographic and attitudinal profiling of On-Premise consumers of brands and categories • Brand and brand family audience insights • Sub-category consumer profiling by quality of spirit, style of serve, preferences, etc. • Trial and trade up potential at occasion type
International Spirits sub-category insights	• Category insights at subcategory level e.g. imported vodka, bourbon, tequila, Scotch, gin, rum, etc. • Factors driving the choice of drink category • Serve preference (premium / standard mixer, neat, shot, cocktail, etc.) and quality / trade up likelihood • Daypart, venue and occasions of drinking category • Willingness to spend on category • Brand led ordering vs category led ordering • Ideal Range: Favourite consumer brands by category • Specific questions relevant to each sub-category (e.g. appealing whiskey characteristics)	**Cocktail and mixed drinks insights**	• Most popular cocktails by market • Trending cocktails • Flavor and taste preferences for cocktails and wider spirits • Preferred mixers for spirits • Path to purchase (drivers) insights for cocktail and mixed drinks choices • Willingness to spend on standard and high-quality cocktails • Current and potential target audience for cocktails

95%+ OF STORES GET COVERED VIA OUR SCANNING METHODOLOGY



Information checklist – All can be customized !

Basket	Item
Location	Street shop/wet market/building
	Store size/ Dimension
Facilities	Does store have conditioner/refrigerator/refrigerator/ice cream/POS?
In-store visibility	Do goods display on shelf or line?
	Does store have POSM or not, where does POSM display? (GE/Promotion Island/ promotion area)
Turnover (sale/revenue)	Import value of categories/month
	Import frequency/month
Assortment	Number of SKUs in each categories
	% Contribution of each categories ?
How does Client approach and serve efficiency for the retailer	List of products Beverage/Beer/Food/Homecare in store
	Does retailer deploy shopper solutions? (Loyalty program/Scan barcode SP/Group Zalo ...)
Display zone: Does store display by category?	What is the seller's top priority when choosing a supplier's products?
	What is trigger seller to import goods from client?
	What are the obstacles that prevent customers from importing client products?
Source of supply	Does retailer import goods direct from client or other sources?
	Direct distribution
	Define indirect sources of supply: Wholesaler /MT (OMNI) /Platforms
	How to order: Self-ordering/ order via SM

Retail Network & Expansion Opportunities

Brand Performance Benchmarking

INSIGHTS

Purchase Channel Insights

In-Store Visibility & Execution

What can you expect via Full Scan Census ?

Retail Network & Expansion Opportunities

Identify high-potential/golden store formats and locations to grow your distribution footprint.

Brand Performance Benchmarking

Evaluate how your key brands perform against competitors in the market to guide strategic decisions.

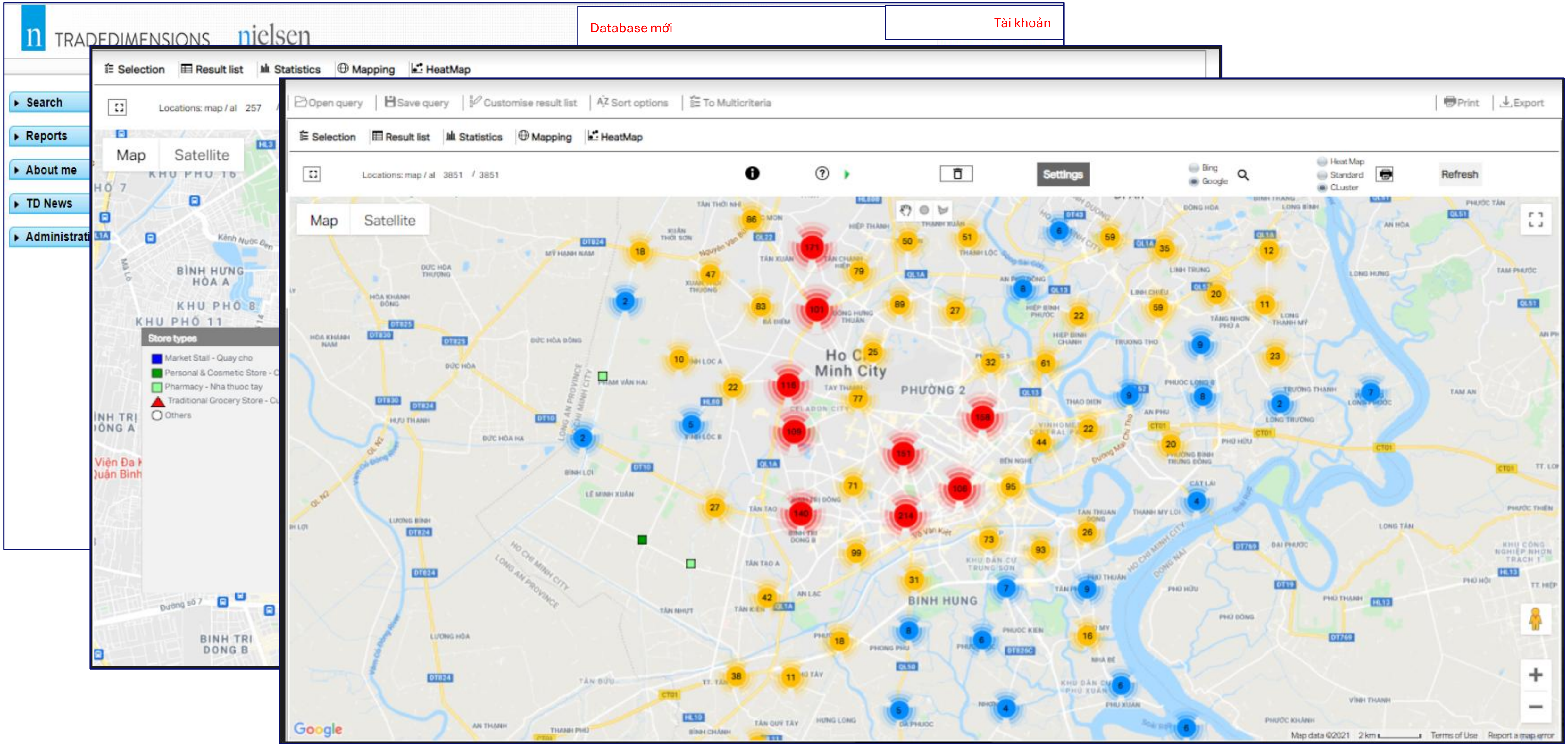
In-Store Visibility & Execution

Understand how products are displayed and promoted at retail to enhance shopper engagement and compliance.

Purchase Channel Insights

Discover which channels drive the most sales and refine your go-to-market approach for maximum impact.

All insights under store level !



OUR DELIVERABLES IN EXCEL STORE LIST WITH INFORMATION BY STORE LEVEL

Key sets of information :

STORE INFORMATION (ADDRESS, TYPE, SELLING AREA), GPS & PHOTO

Store code	Store name/ Bank/ Office Building name	Street/ Lot Number New	New Street	Main /Alley street	Approximately in meter	Floor	Ward	District	City /Province	Store Owner (wherever available)	Phone (wherever available)	Outlet Type Name	GPS	Photo
61705942	Nhà hàng Trung Minh	51	Hoang Van Thu	[1] Main street	[1] 1-5.9m	1	09	Phu Nhuan	HCMC	BAC PHUC	3820971	Restaurant	Yes	Yes

SURROUNDING AREA

Traditional Wet Market	Inside wet market	Plaza/shopping Mall	Hospital/Medical Centre	Apartment	Office building	Industrial Area	Bus/Train Station/Airport	Hotel/Entertainment/Tourism	School	Gym/sport club
YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO

STORE FACILITY

Self-serving	Air conditioned	Shopping carts	Check-out Counter	Barcode Scanner	Shopper Locker	Visi cooler	Table & chairs	Signboard	Garden	Glass Display Shelf
YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO

BRANDS/SKUS

Brand 1	Brand 2	Brand 3	Brand 4	Brand 5
YES/NO	YES/NO	YES/NO	YES/NO	YES/NO

SAMPLE OUTPUT

Summary

Economy

- **In Q1'25,** Vietnam notes higher growth vs YA, driven by Industrial and Services. Meanwhile, GDP by spending shows early signs of recovery in domestic sectors.
- **Amid the U.S. - China trade tensions,** Vietnam may face key challenges:
  - Risk of a **slowdown GDP**
  - Rising **job and income insecurity**, especially in Industrial zones in SE and RRD
  - **Increased domestic competition** when rising cheaper products imported from China.
- Prime Minister Pham Minh Chinh reaffirmed the 2025 GDP growth target of **at least 8%** despite global uncertainties.

FMCG Q1'25

- **FMCG:** continues growth in Q1'25, driven by price with seasonal impact — mainly from a rebound in Beer and expansion in Cigarettes.
- **Channel-wise:** SR and MT show strong long- and short-term growth, while TT ON shows signs of recovery.
- **Snapshot of OOH:**
  - More frequent visits for relaxed and casual occasions for drinkers.
  - Beer is the top preferred choice across all occasions, with quality as the top 1 factor when choosing a brand
  - Trade-up opportunity is still noted, esp for Restaurants and bars.
- **Snapshot of Tet 25:**
  - Note the uplift of Tet 25 vs YA, via the stable festive demand, with Seasonal groups – Beer, Beverage, Impulse Food as the key drivers.

Thank you

NIQ