

VietTrack 2021

**The 4th strike of COVID-19 outbreak
in 2021: how it has affected the
Vietnamese consumers' lifestyle?**

(Fieldwork timing: Aug-Sep 2021)





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Key takeaways

The 4th strike of COVID-19 outbreak in 2021, Vietnam has gone through long time of lockdown resulting in many notable changes in behavior and mentality.

More than **75% of working people have completely lost or reduced their income** in the past 4 months, both HCMC and Hanoi

Despite having to stay at home for a long time, **68% of people think that as long as they don't get COVID-19 and have enough food, they'll be fine.**

Although the epidemic situation is less severe, **the anxiety about infection and the economy of Hanoians is always as high as, or even higher than, that of HCMC people.**

Digital transformation has taken place strongly, many activities are performed by consumers for the first time, such as buying grocery online, paying online, using frozen food, more functional foods and actively participating in online classes, online events. In which, **online payment, use of internet/mobile banking and use of supplements are intended to be maintained by consumers after the epidemic.**

Majority of people (about 70%) are optimistic that Vietnam can control the outbreak within 2021, possibly by the end of the year

People's desire when the social distancing is over is quite simple: to visit family/parents, to go to work, and to go out to eat.

Current employment status & income

More than 75% of working population have had their **income negatively affected** during the 4th outbreak of the disease.

47%

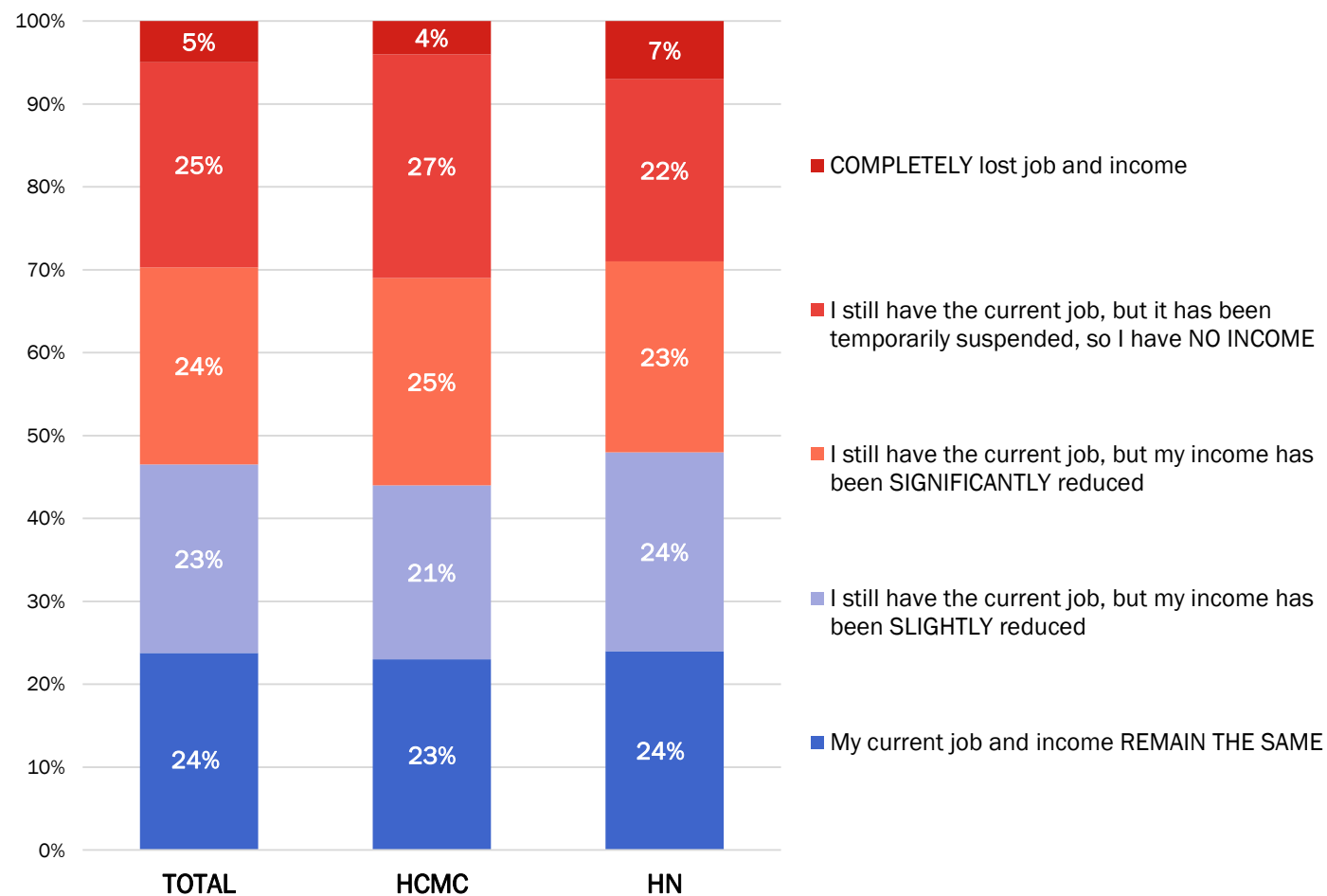


had an income drop

30%

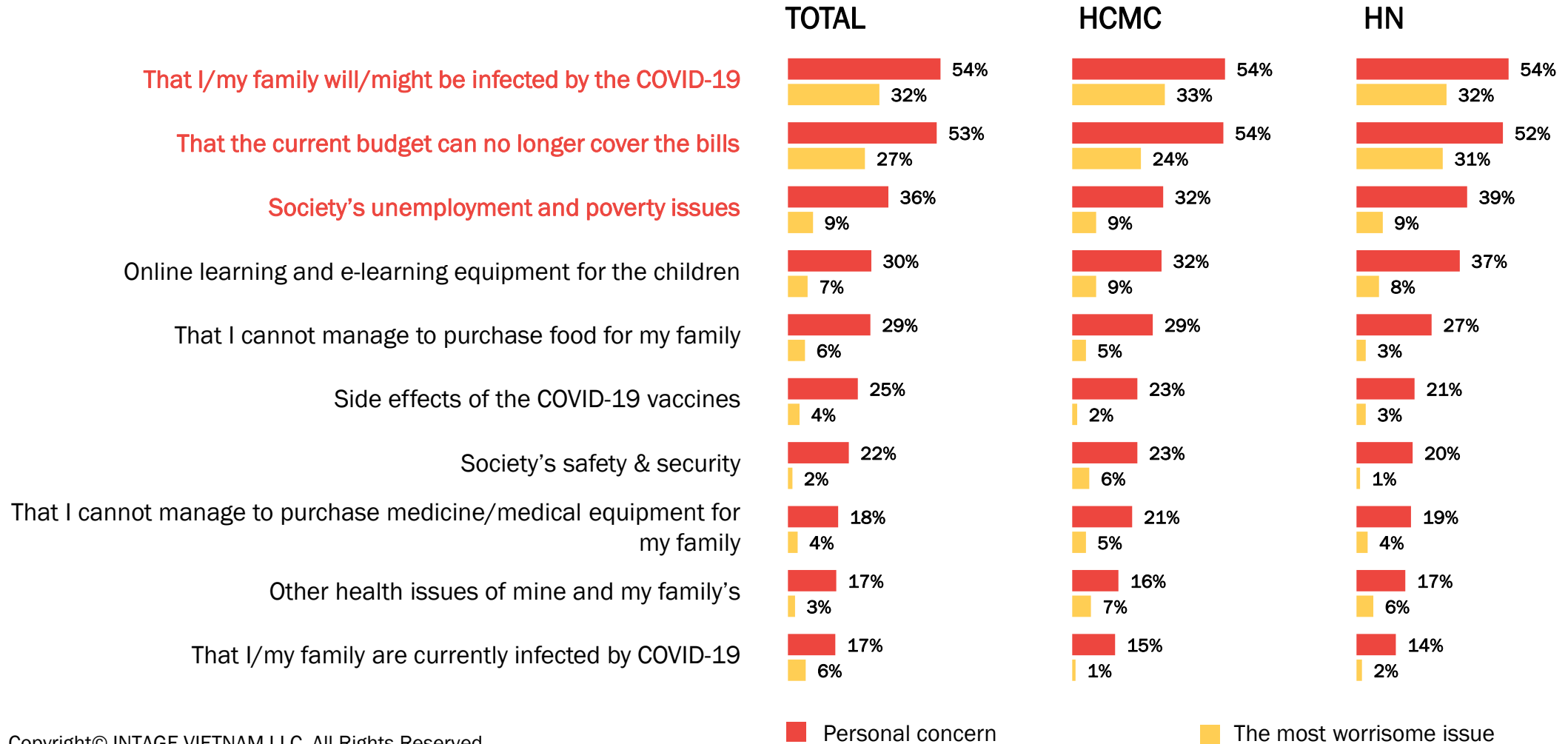


lost all income



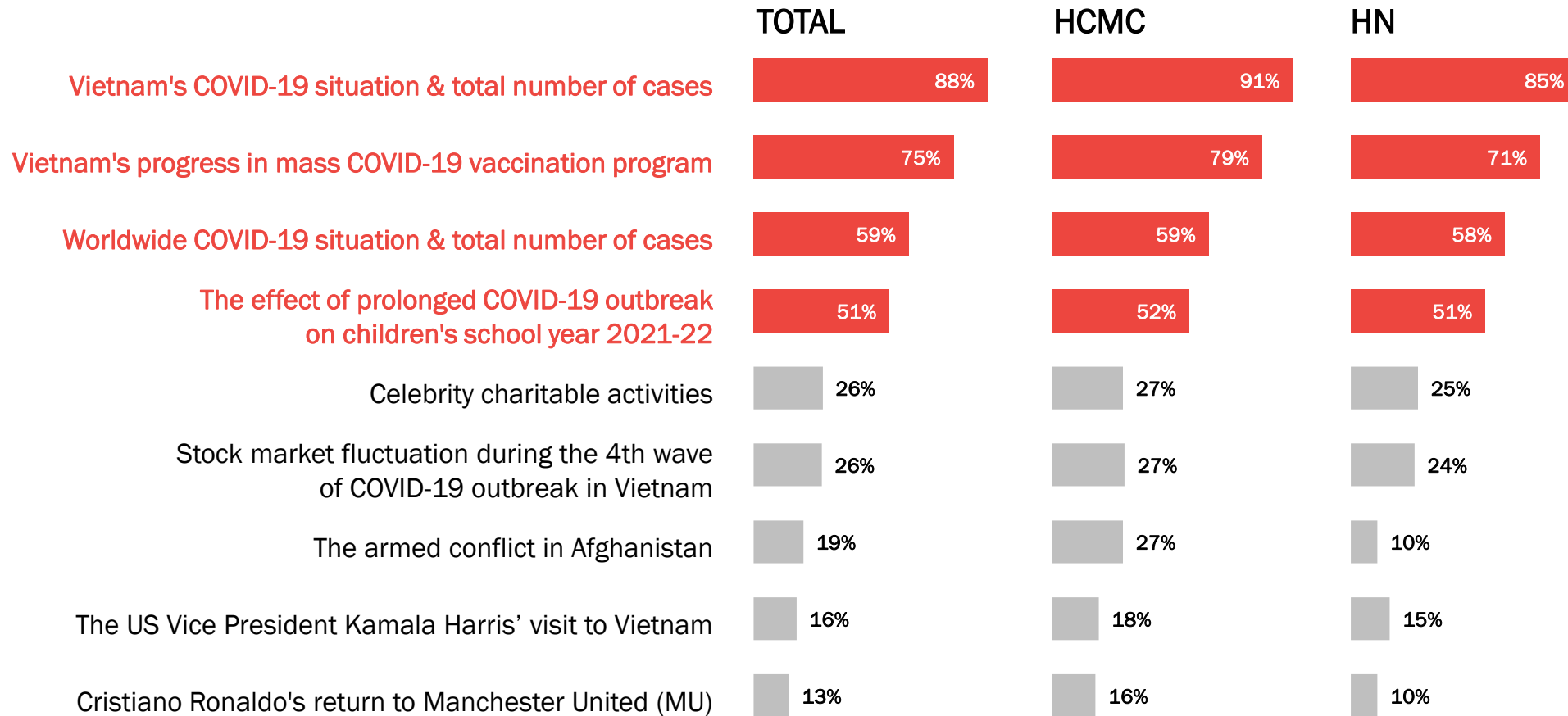
Household Income

Consumers' latest main concerns



in descending order of importance


Most followed news in the recent times




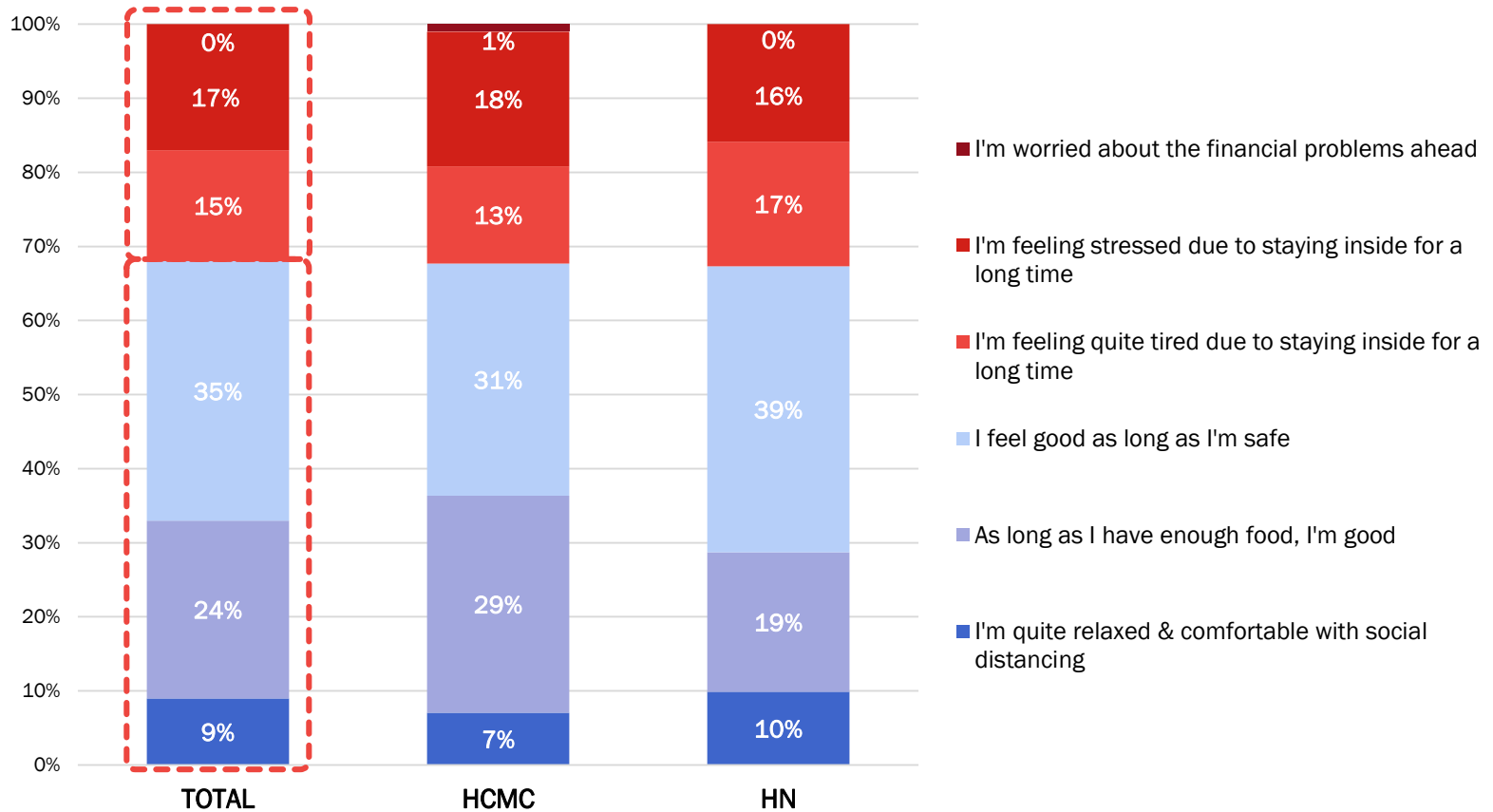
in descending order of importance

Consumers' feelings & attitude during social distancing

68% of respondents remain positive but the mental anxiety issues might prevail if the COVID-19 lockdown continues for a longer period.

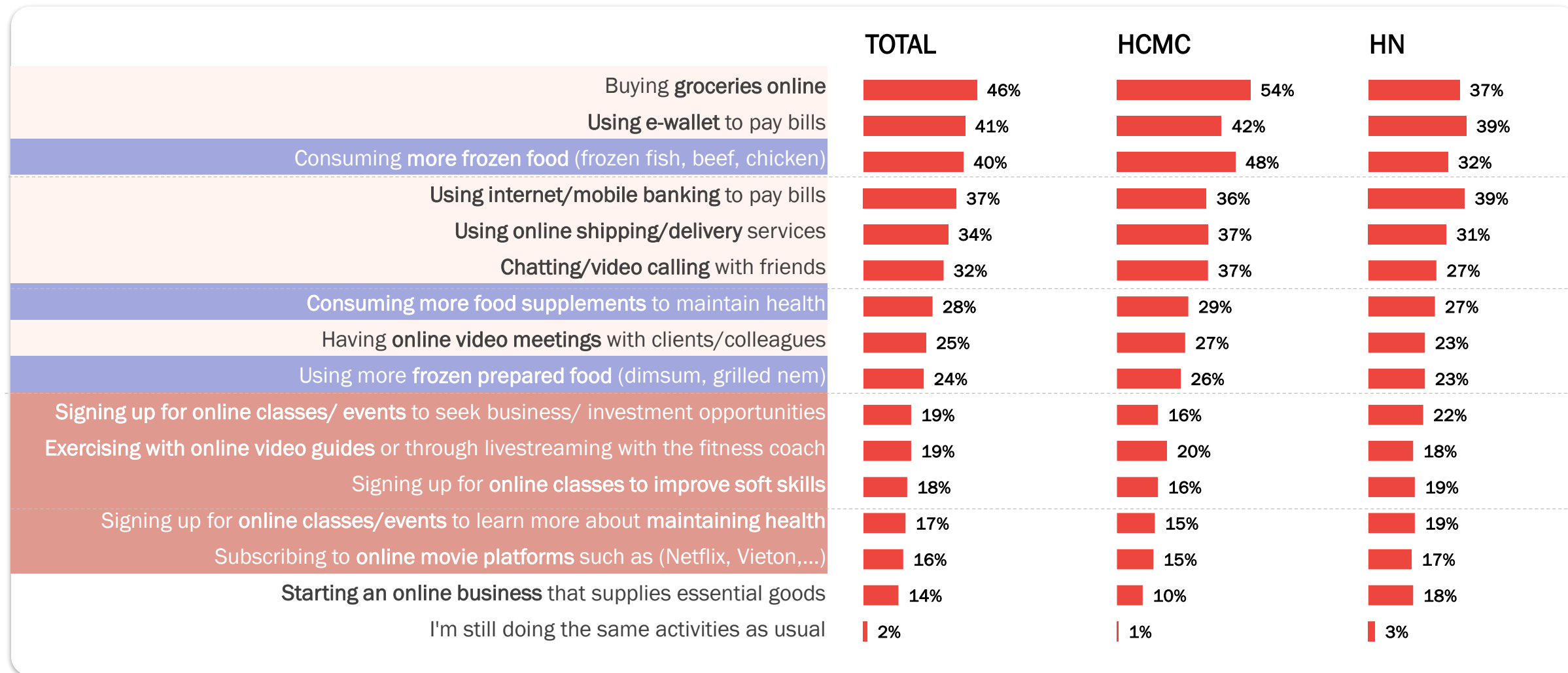
68% 
feel good or no stress

32% 
feel stressed or tired

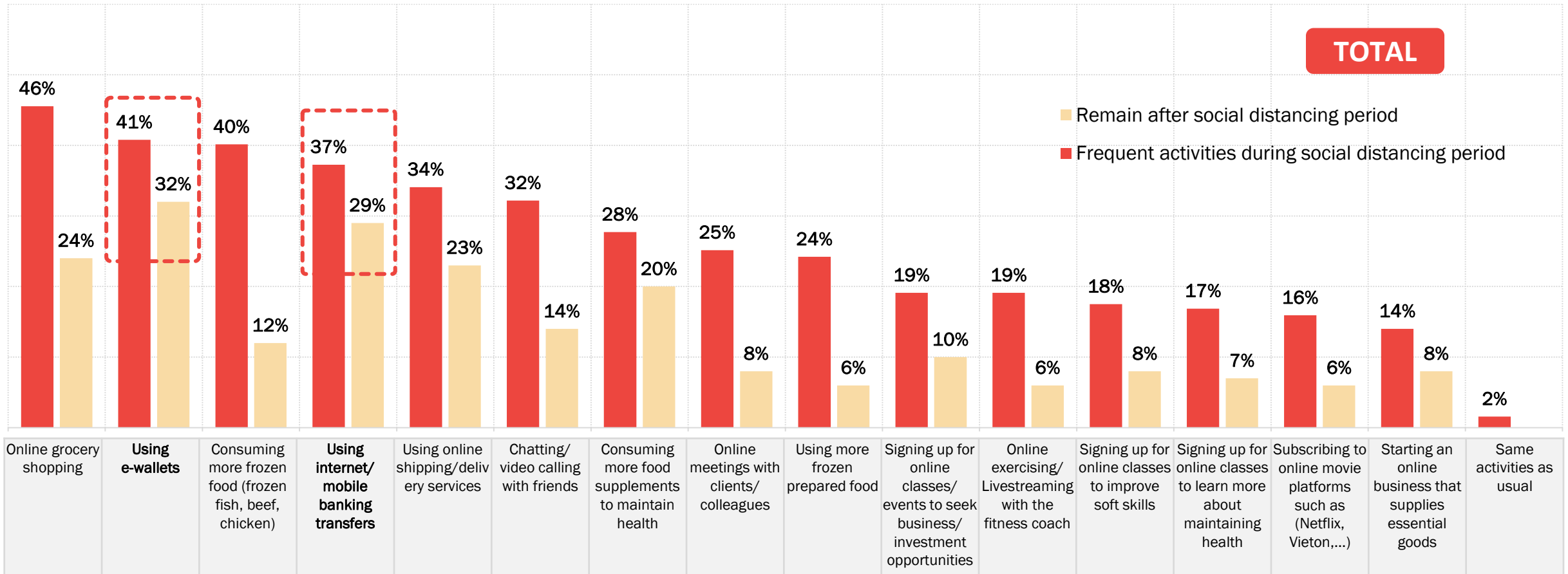


Newly acquired activities due to social distancing

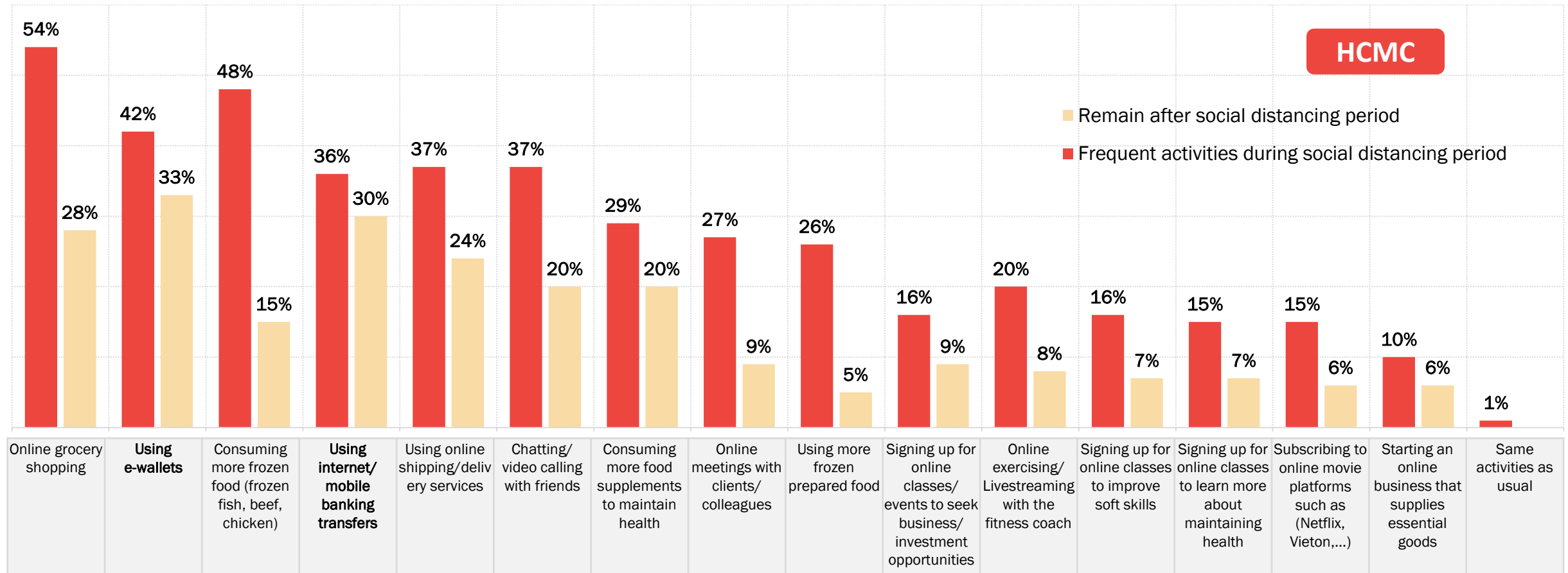
Digital transformation has taken place strongly during the 4 months of lockdown, including shopping, payment, entertainment and learning behavior.



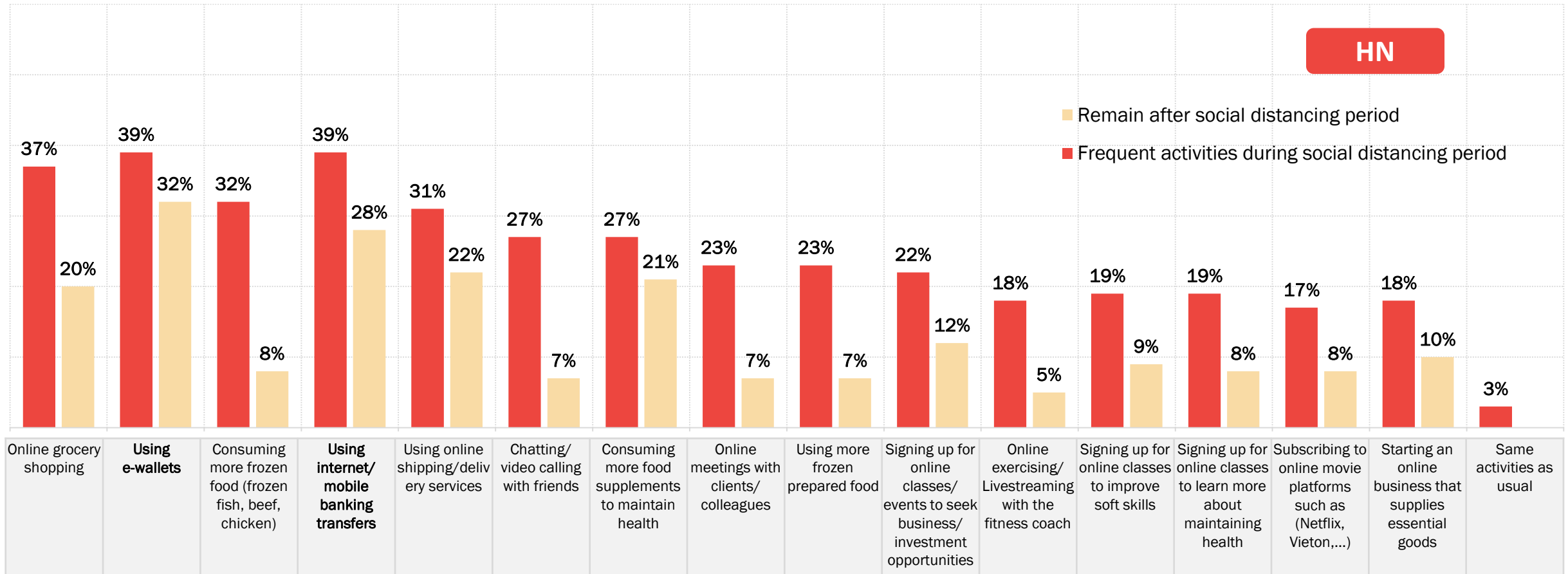
Newly acquired activities due to social distancing and their possibility to remain after its end



Newly acquired activities due to social distancing and their possibility to remain after its end

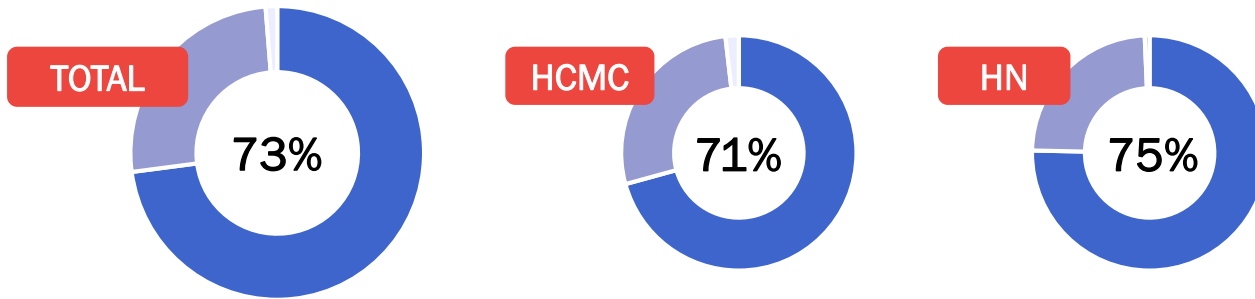


Newly acquired activities due to social distancing and their possibility to remain after its end

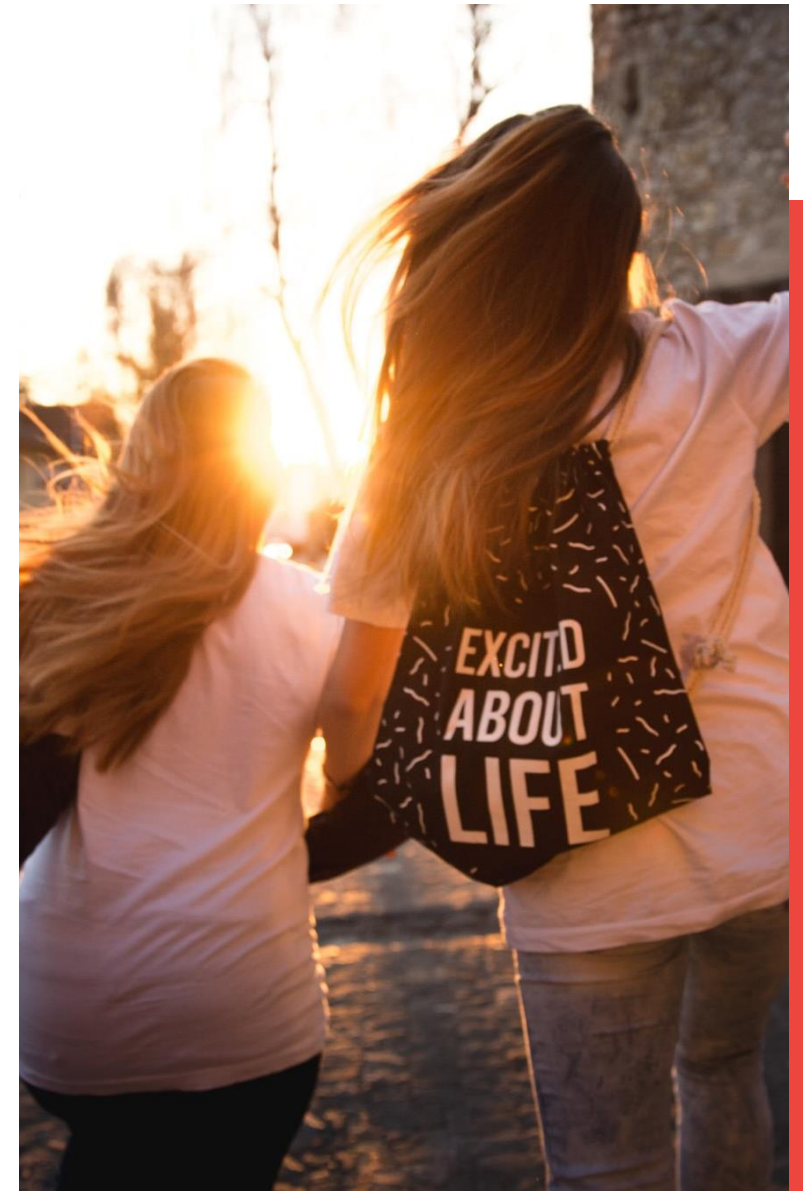


Expected time to get the Vietnam's COVID-19 situation in control

Vietnam's public has a very **positive** attitude towards COVID-19 containment efforts, as **more than 70%** of respondents are confident that the pandemic **will be in check**, and the day-to-day life will get back to normal **within 2021**.



- COVID-19 outbreak will be controlled within 2021
- COVID-19 outbreak will be controlled by 1st quarter of 2022
- Cannot tell the exact time



Expected time to get the Vietnam's COVID-19 situation in control

Why it remains uncertain to tell exactly when Vietnam can be back to normal?

"I'm doubtful that Vietnam can go back to normal life. It is a challenge because of current inefficient efforts in controlling COVID-19"
- HCM, female, 25-34 yo. -

"I cannot tell when"
- HCM, male, 25-34 yo. -



"Have to learn to live with COVID-19 with every individual getting both shots of the vaccine"
- HN, female, 35-45 yo. -

* Sample size N=4, small base for reference only

03. Demographics

Demographics

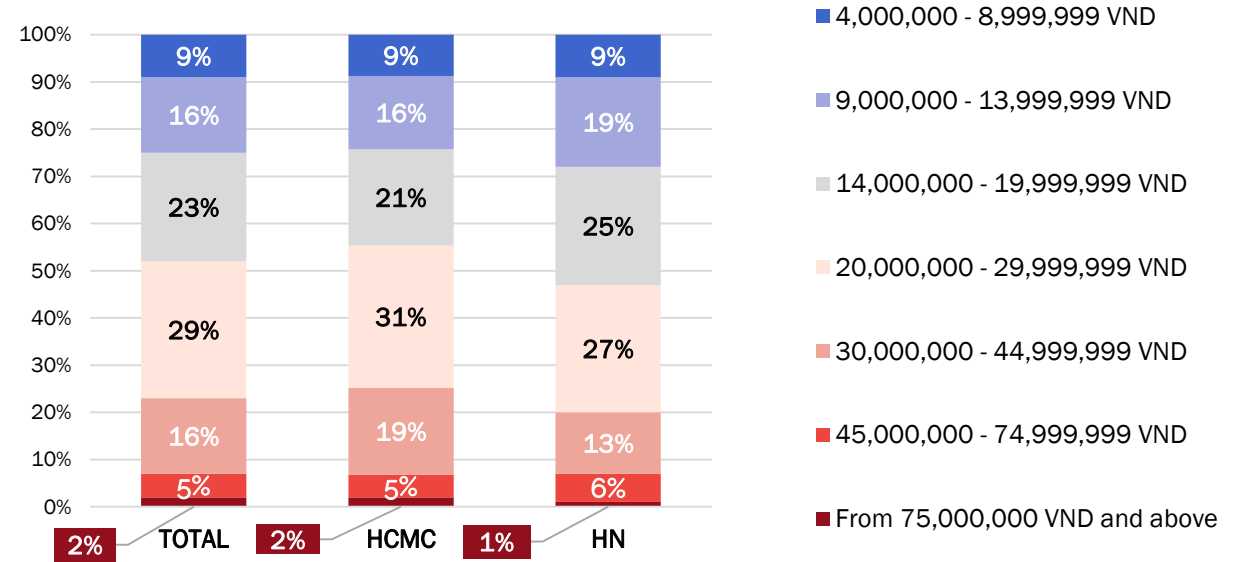
The survey was conducted in **Aug-Sep 2021**
via **@Intage Online Asian Panel**

Location: **HCMC & Hanoi**

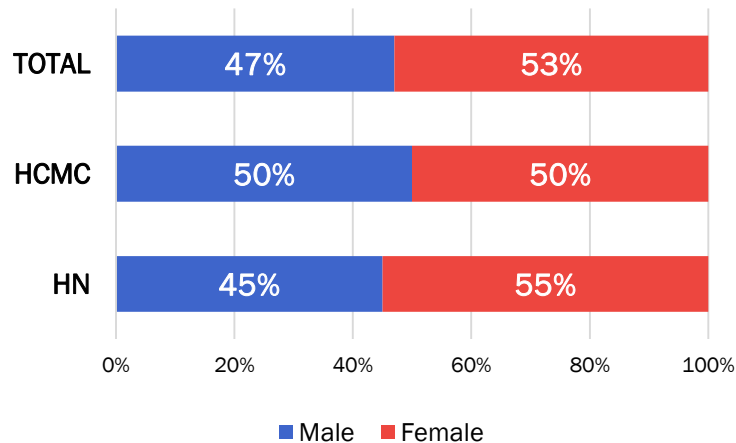
Sample size: **314ss** (164s in HCMC, 150s in Hanoi)

Age group: **18-45 y.o.**

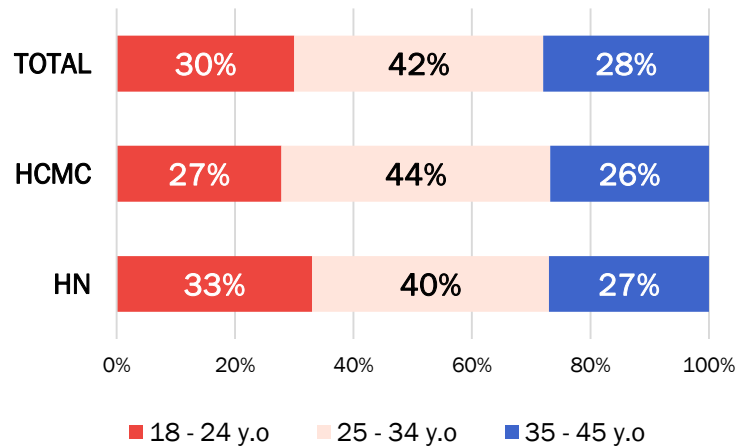
Household Income



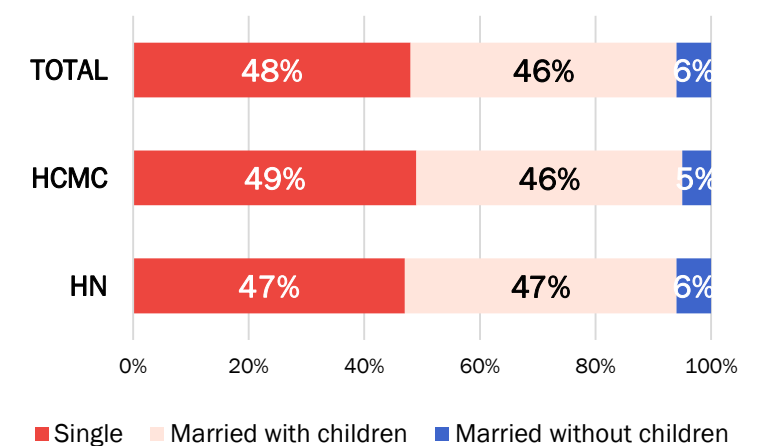
Gender



Age



Marital Status





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