

nielsen

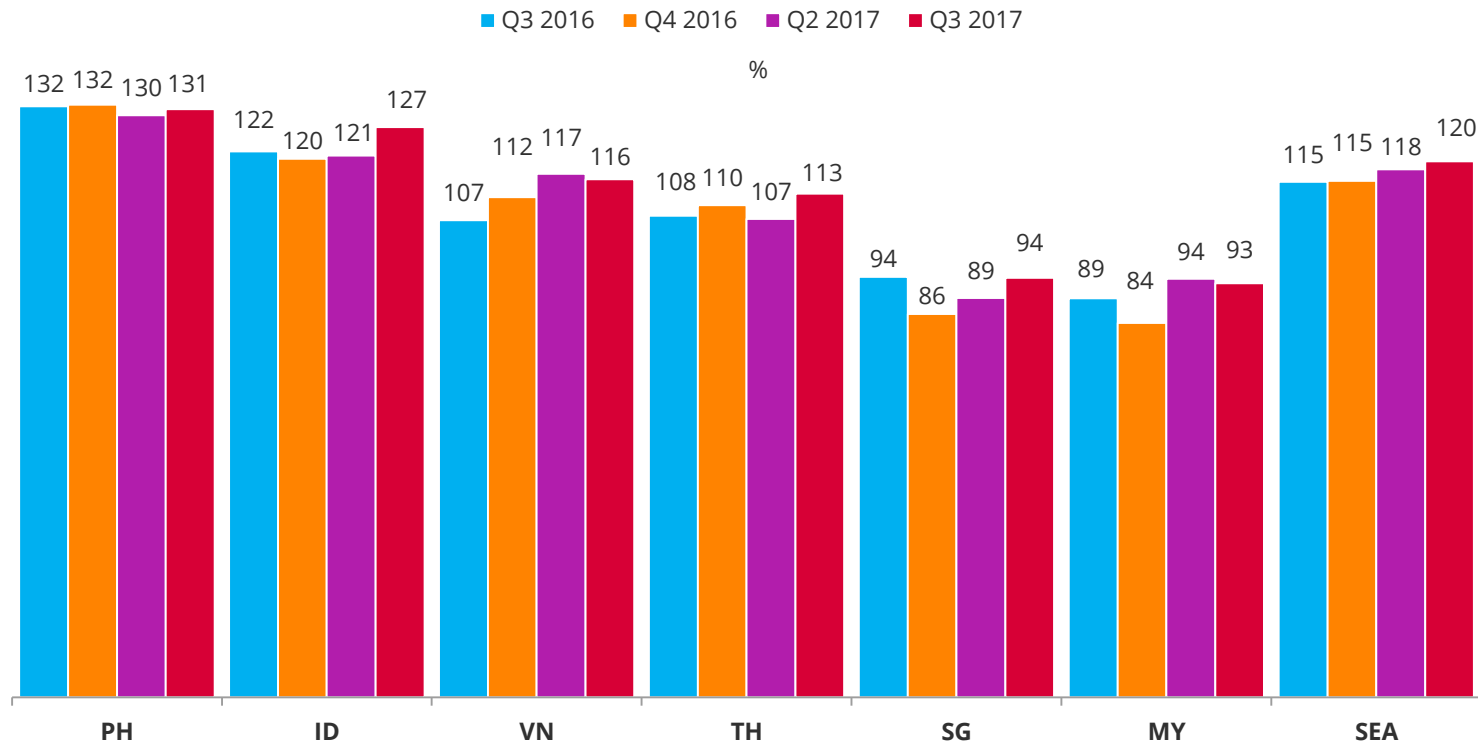
CONSUMER CONFIDENCE INDEX QUARTER 3/2017

Index, saving & spending intentions and concerns of
consumers in Vietnam and Southeast Asia

Nielsen Vietnam – December 2017

CONSUMER CONFIDENCE INDEX – SOUTHEAST ASIA

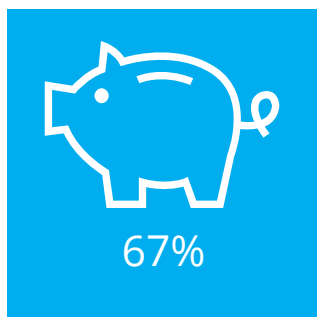
Confidence in the Asia-Pacific region strengthened modestly, rising two points to 120



Source: Nielsen Global Survey – Consumer Confidence Index, Q3/2017

SEANAP CONSUMERS CONTINUES TO BE AMONG THE WORLD'S MOST AVID SAVERS

Top 3 areas where Southeast Asian consumers are spending their spare cash



SAVINGS



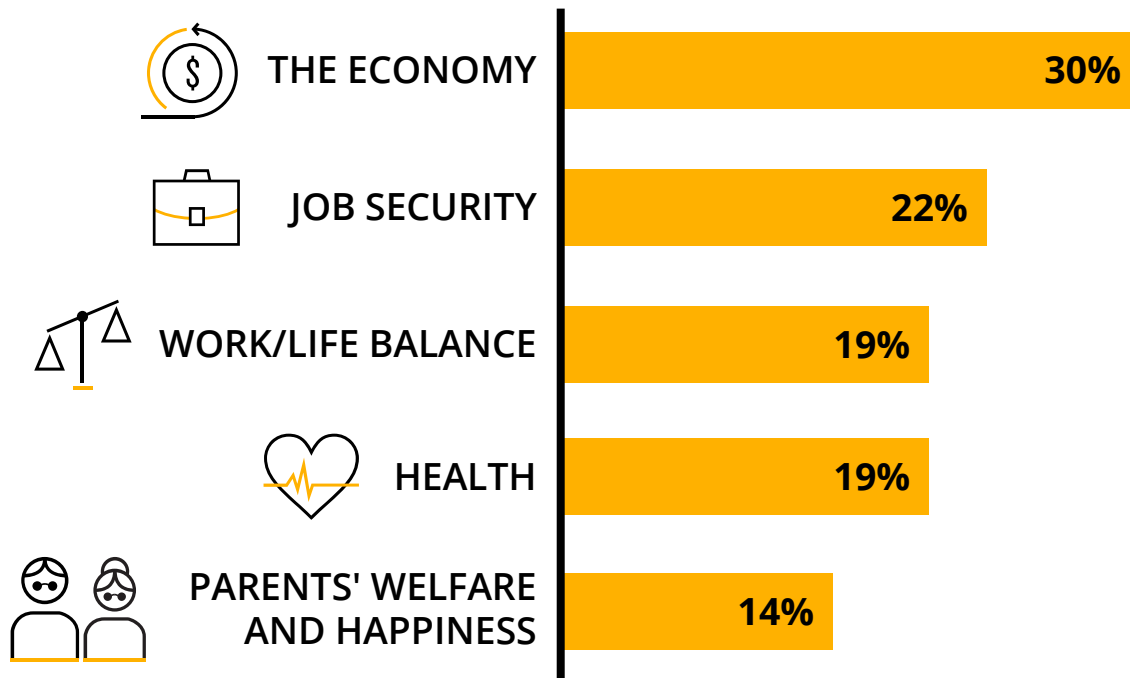
**HOLIDAYS /
VACATIONS**



**HOME
IMPROVEMENTS/
DECORATING |
UPGRADE NEW
TECHNOLOGY
PRODUCTS**

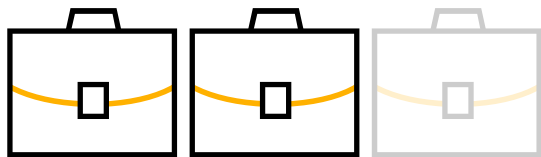
THE ECONOMY LEADS LIST OF CONCERNS FOR SEA CONSUMERS

Top 5 biggest concerns of consumers in Southeast Asia



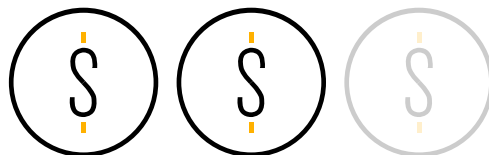
VIETNAMESE REMAINS SHOWING POSITIVE CONFIDENCE INDICATORS

POSITIVE ABOUT
JOB PROSPECTS



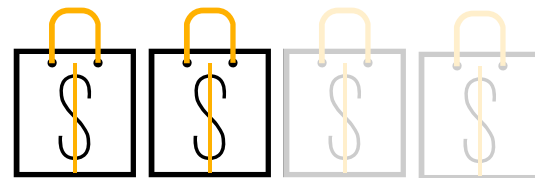
More than **two in three** (70%) of Vietnamese respondents believes their job prospects will be good or excellent in the next year

SECURE ABOUT
THEIR FINANCES



More than **two in three** (73%) believes the state of their personal finances will be good or excellent in the next year

READY
TO SPEND

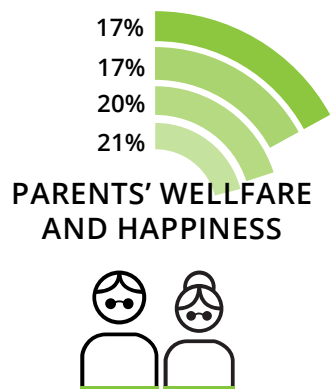
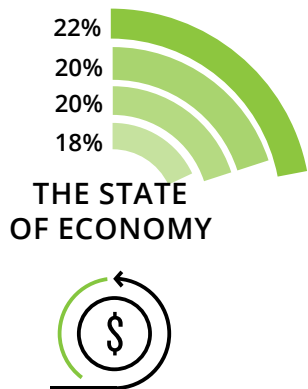
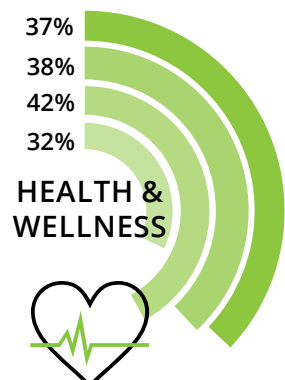
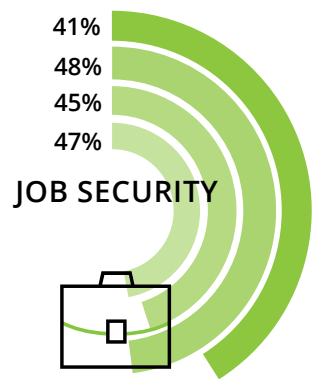


Around **half of respondents** (54%) says that the next 12 months are a good or excellent time to buy things they want and need

JOB SECURITY AND HEALTH REMAINED THE TOP CONCERNS OF VIETNAMESE CONSUMERS

Top 5 biggest concerns of Vietnamese consumers

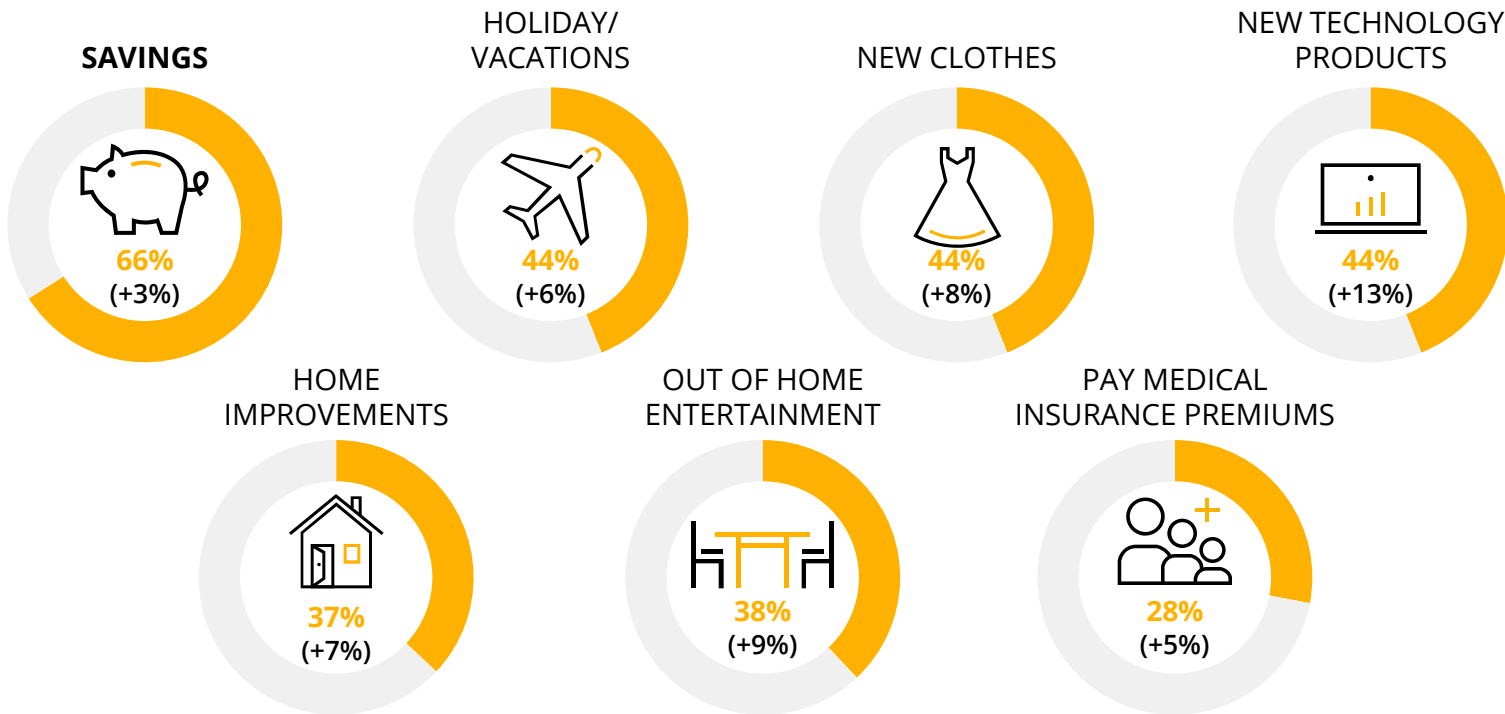
■ Q3/2017 ■ Q2/2017 ■ Q4/2016 ■ Q3/2016



CONSUMERS CONTINUE TO SAVE FOR THE FUTURE BUT THEY ARE MORE WILLING TO SPEND ON BIG TICKET ITEMS

Where do Vietnamese consumers channel their spare cash?

■ Q3'17 ■ Q3'17 vs. Q2'17 percentage point difference



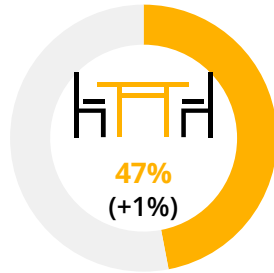
VIETNAMESE CONSUMERS ARE LOOKING FOR WAYS TO REDUCE THEIR EVERYDAY HOUSEHOLD BILLS

Saving strategies of Vietnam consumers

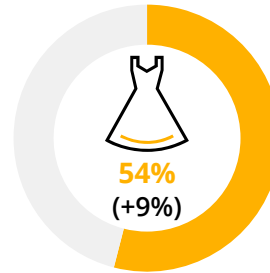
■ Q3'17

■ Q3'17 vs. Q2'17 percentage point difference

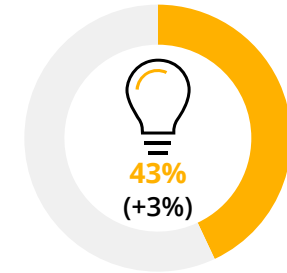
CUT DOWN ON OUT OF HOME ENTERTAINMENT



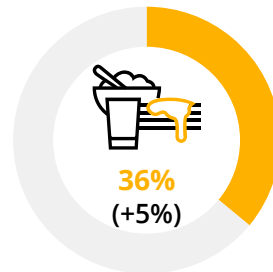
SPEND LESS ON NEW CLOTHES



SAVE ON GAS & ELECTRICITY



CUT DOWN ON TAKE-AWAY MEAL



DELAY UPGRADING TECHNOLOGY PRODUCTS

