



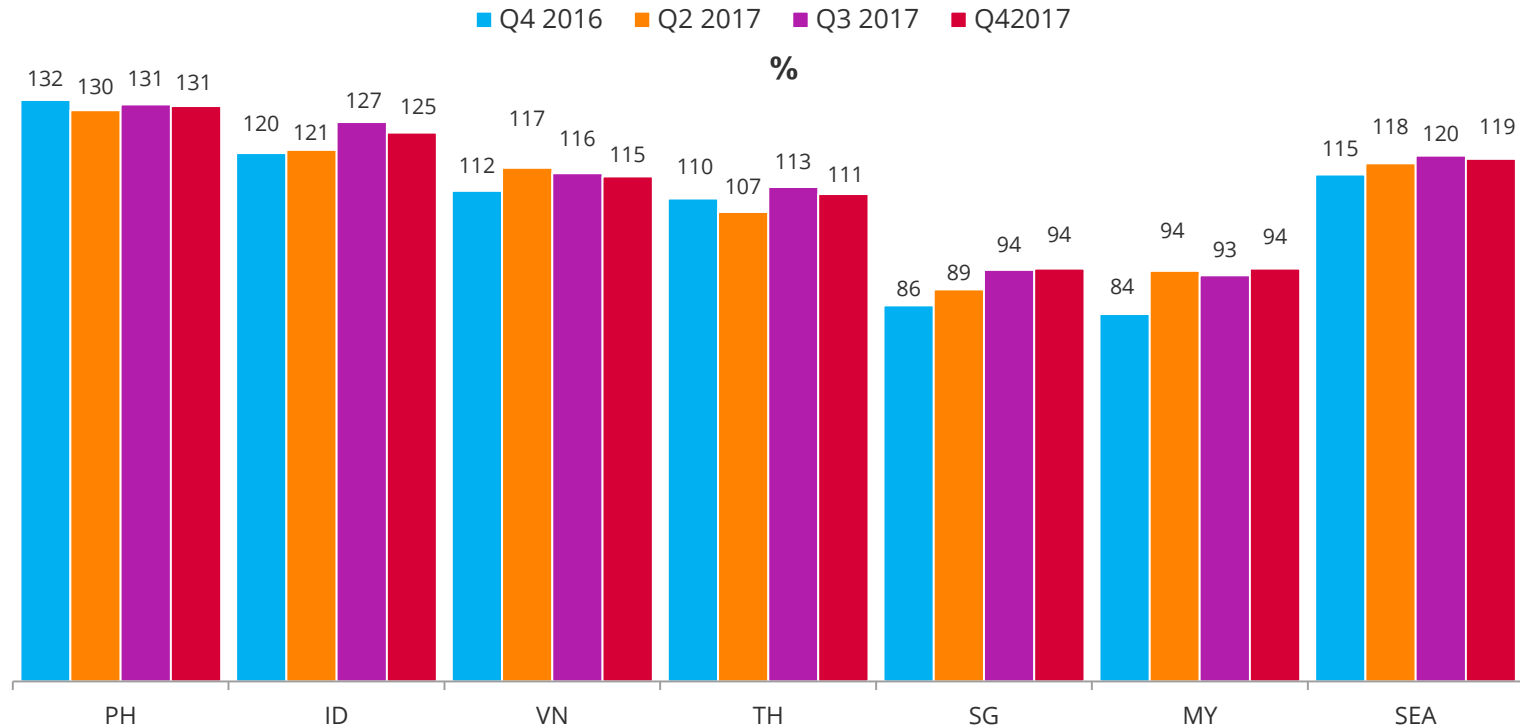
CONSUMER CONFIDENCE INDEX QUARTER 4/2017

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

Nielsen Vietnam – March 2018

CONSUMER CONFIDENCE INDEX – SOUTHEAST ASIA

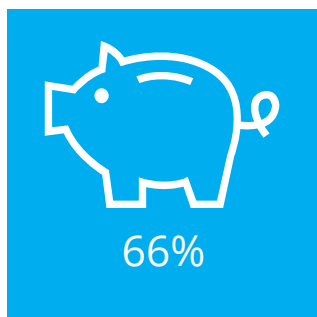
Confidence in the SEA region was quiet consistently high in 2017



Source: The Conference Board® Global Consumer Confidence™ Survey Q4/2017, in collaboration with Nielsen

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



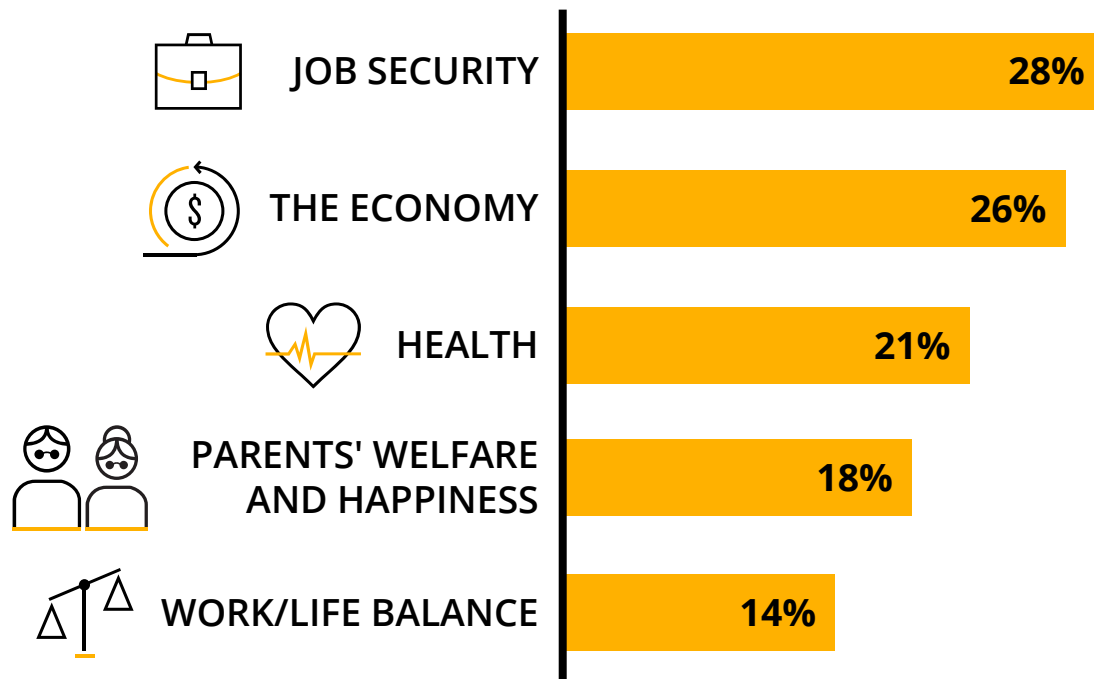
**HOLIDAYS /
VACATIONS**



NEW CLOTHES

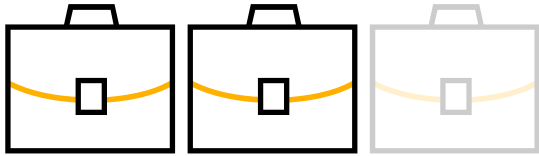
JOB SECURITY LEADS LIST OF CONCERNS FOR SEA CONSUMERS

Top 5 biggest concerns of consumers in Southeast Asia



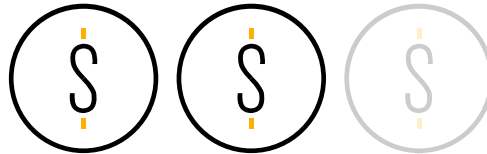
VIETNAMESE REMAINS SHOWING POSITIVE CONFIDENCE INDICATORS

POSITIVE ABOUT
JOB PROSPECTS



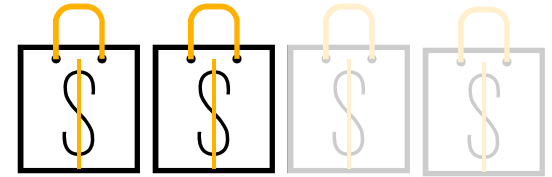
More than **two in three** (69%) of Vietnamese respondents believes their job prospects will be good or excellent in the next year

SECURE ABOUT
THEIR FINANCES



More than **two in three** (71%) believes the state of their personal finances will be good or excellent in the next year

READY
TO SPEND

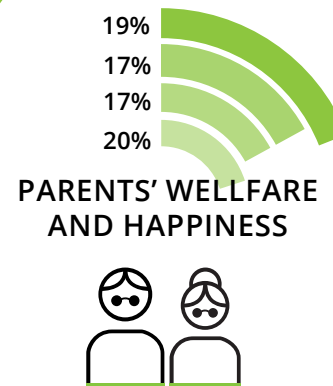
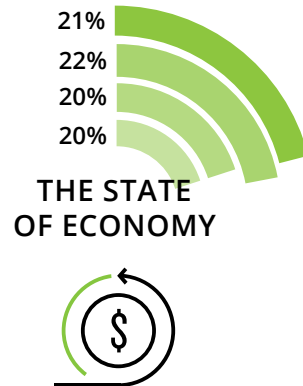
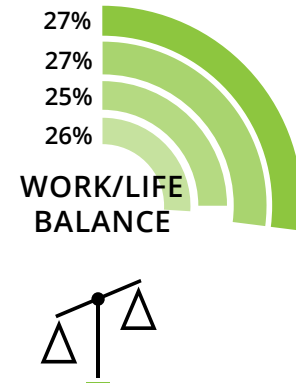
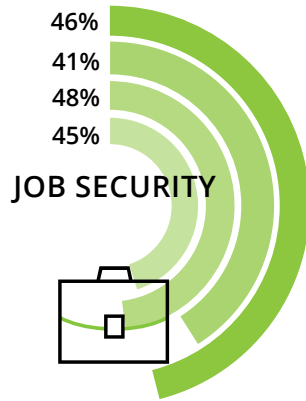


Around **half of respondents** (51%) says that the next 12 months are a good or excellent time to buy things they want and need

JOB SECURITY AND HEALTH REMAINED THE TOP CONCERNS OF VIETNAMESE CONSUMERS

Top 5 biggest concerns of Vietnamese consumers

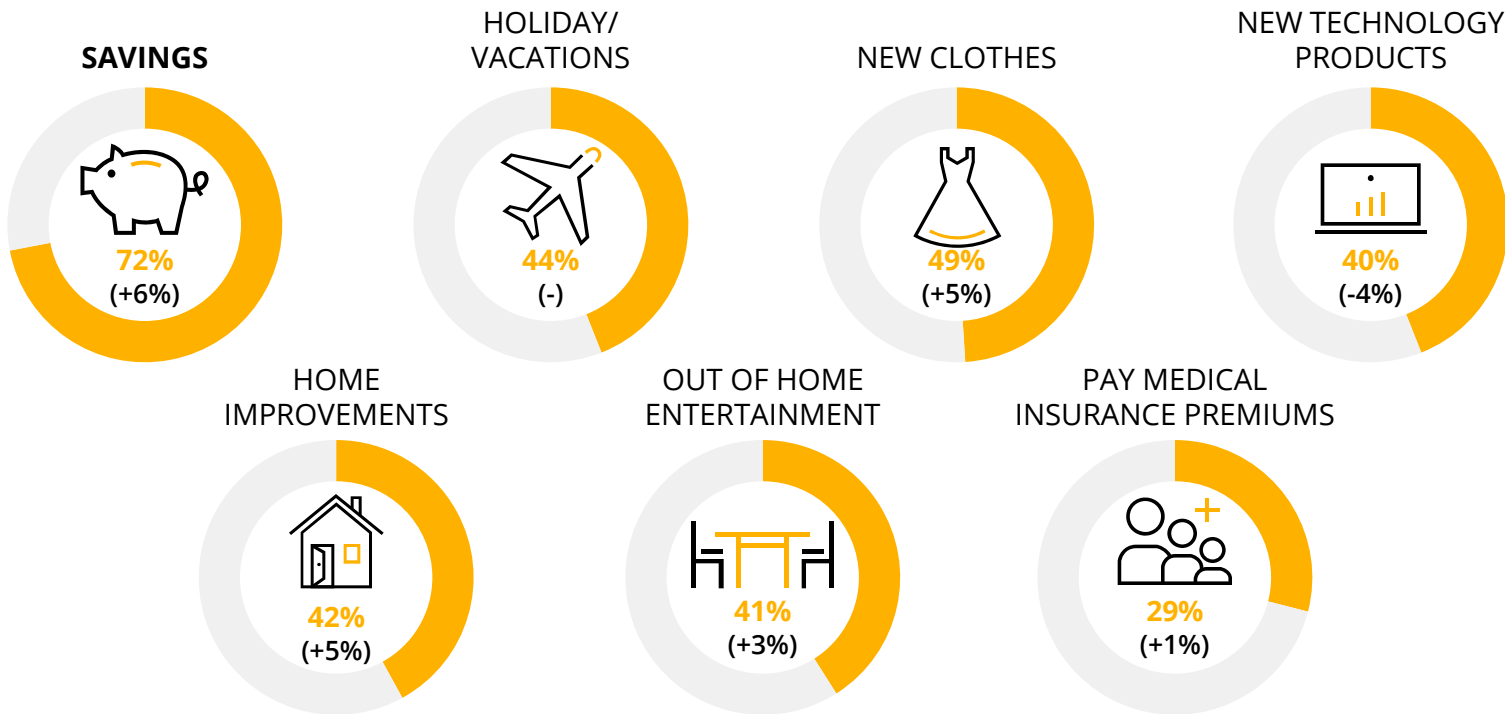
■ Q4/2017 ■ Q3/2017 ■ Q2/2017 ■ Q4/2016



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?

■ Q4'17 ■ Q4'17 vs. Q3'17 percentage point difference



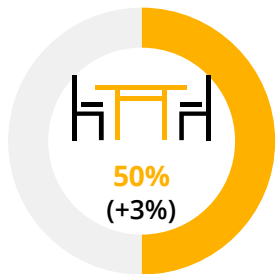
Source: The Conference Board® Global Consumer Confidence™ Survey Q4/2017, in collaboration with Nielsen

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

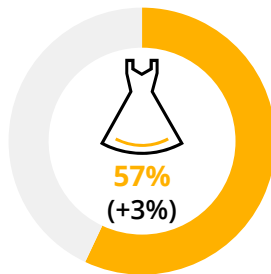
Saving strategies of Vietnam consumers

■ Q4'17 ■ Q4'17 vs. Q3'17 percentage point difference

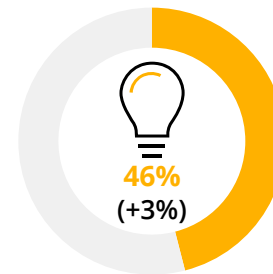
CUT DOWN ON OUT OF HOME ENTERTAINMENT



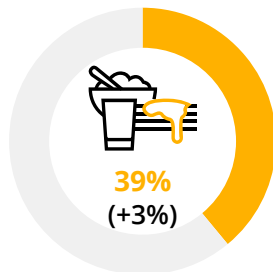
SPEND LESS ON NEW CLOTHES



SAVE ON GAS & ELECTRICITY



CUT DOWN ON TAKE-AWAY MEAL



CUT DOWN ON TELEPHONE EXPENSES

