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## **VIETNAM CONSUMER CONFIDENCE ENDED 2017 ON A HIGH NOTE**

**VIETNAM, 29 MARCH 2018** – Despite decreasing 1 point to 115 points compared to the previous quarter, Vietnamese consumer confidence finished 2017 on a high note, which helped Vietnam continue to be ranked as the 7th most optimistic country in the world, according to the latest issue of The Conference Board® Global Consumer Confidence™ Survey, in collaboration with Nielsen, a global information and measurement company.

“Overall, we continue to see a stably high confidence level among Vietnamese consumers throughout 2017. The good momentum of economy growth across industries combining with the positive signals of foreign investment flows, increasing household income and growth-oriented government policies could translate into optimism of our consumers. Besides, the consistent trend could be influenced by the build-up and positive sentiment towards the personal finance status as well as immediate spending intentions during the past years.” said Ms. Nguyen Huong Quynh, Managing Director, Nielsen Vietnam.

Confidence scores in 2017 were consistently high in Southeast Asia region with three out of six countries reaching the highest confidence score in the world - Philippines, Indonesia and Vietnam. In spite of declining 1 point compared to the previous quarter to 119 points in the last quarter of 2017, confidence level in Southeast Asia is currently higher than other regions. Philippines became the most confident country globally with 131 points (unchanged from the last quarter). Indonesia continued to rank third with a score of 125 points (decreased 2 points) while Thailand dropped to eleventh place, finished at 111 points (decreased 2 points). Confidence level in Malaysia slightly increased to 94 points while confidence of Singapore consumers maintained the same as the previous quarter, finished at 94 points. (See chart 1)

“Emerging markets like those in Southeast Asia region have been noticed as an important region for long-term growth of consumer-facing businesses for quite some time now. This statement is likely due to many advantages that this group could bring such as young and fast-growing population coupled with rapid and consistent economic growth experienced in many markets. And high levels of consumer confidence could be one of these advantages too.” added Ms. Nguyen Huong Quynh.

### **VIETNAMESE CONSUMERS ARE WILLING TO SPEND MORE BUT THEY TEND TO BUILD THEIR NEST EGG**

Consistently in many past quarters, after covering essential living expenses, Vietnamese consumers were eager to spend on big ticket items to enhance the quality of life. Nearly half of consumers were willing to spend their spare cash to buy new clothes (49%) and to spend on



holidays (44%). Besides, around two in five spent on new technology products (40%), out of home entertainment (41%) and home improvements (42%). (See chart 2)

However, Vietnamese consumers still had a strong affinity for saving. Close to three fourths (72%) would put their spare cash into savings (compared to 66% in the previous quarter). The report also revealed that saving was an integral part of Southeast Asian consumers, with 66% of respondents putting their spare cash into savings.

### **HAVING A STABLE JOB AND GOOD HEALTH REMAINED THE TOP CONCERNS OF VIETNAMESE**

In this quarter, top 5 concerns of Vietnamese consumers remained the same as the previous quarter. Job security continued to top the list of Vietnamese consumers' key concerns (46%). The next key concern was health (40%). And the other concerns were work/life balance (27%), the economy (21%) and the parents' welfare and happiness (19%). (See chart 3)

"It is observed that there was a little movement in the concern for job security and state of economy. These concerns slightly strengthened in the last quarter of 2017, which could make consumers cautious about their spending habits and thus motivate them to curb their daily expenses. Besides, as consumers want to thrive for a better life and have high aspirations of building a nest for their children's future, owning a house or high-tech products, and having more frequent local or overseas holidays, the feeling of cautiousness in spending is likely to continue, which could make them save more and prioritize their spending." noted Quynh.

Please click this [LINK](#) to download full report.

### **About The Conference Board® Global Consumer Confidence Survey**

The Conference Board® Global Consumer Confidence Survey is conducted in collaboration with Nielsen. It was conducted November 8 through November 23, 2017 and polled more than 32,000 online consumers in 64 countries throughout Asia-Pacific, Europe, Latin America, the Middle East/Africa and North America. The sample includes internet users who agreed to participate in this survey and has quotas based on age and sex for each country. It is weighted to be representative of internet consumers by country. Because the sample is based on those who agreed to participate, no estimates of theoretical sampling error can be calculated. However, a probability sample of equivalent size would have a margin of error of  $\pm 0.6\%$  at the global level. This survey is based only on the behavior of respondents with online access. Internet penetration rates vary by country. The Conference Board uses a minimum reporting standard of 60% internet penetration or an online population of 10 million for survey inclusion. The Nielsen China Consumer Confidence Index is sourced from a separate survey conducted by Nielsen China, which is based on a mixed methodology survey of more than 3,000 respondents in China. The Global Consumer Confidence Survey was established in 2005.

### **About Nielsen**

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from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com)

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**Chart 1: Nielsen Consumer Confidence Index, Southeast Asia, Q4'2017**

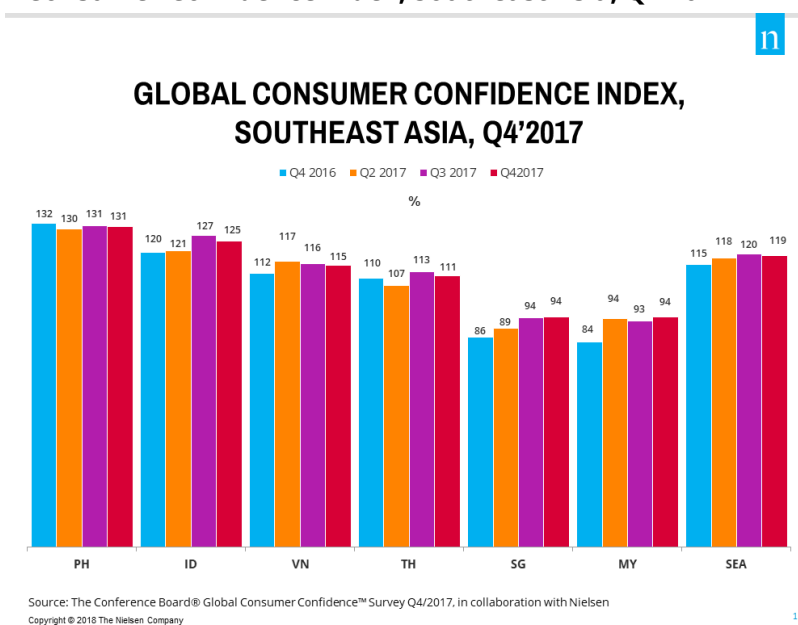


Chart 2: Spending and saving intentions of Vietnamese consumers, Q4/2017

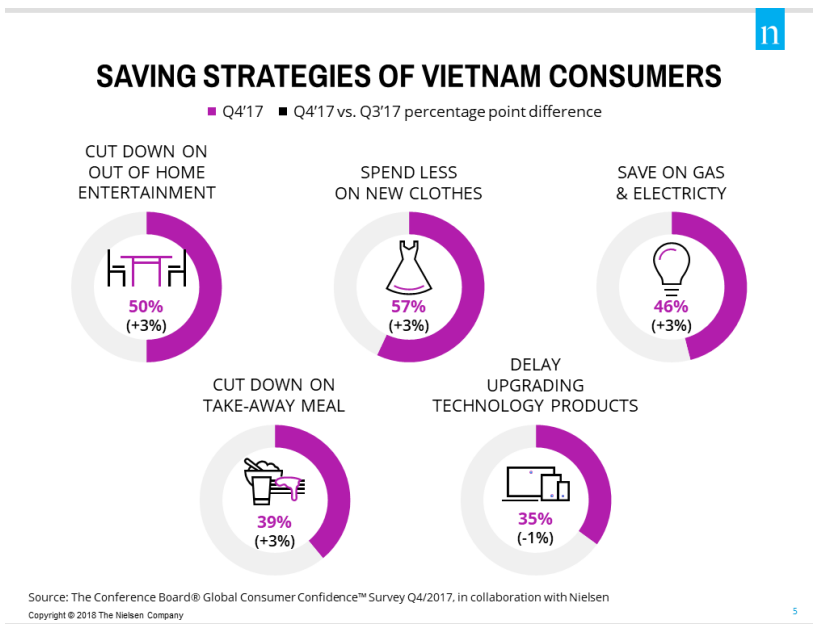
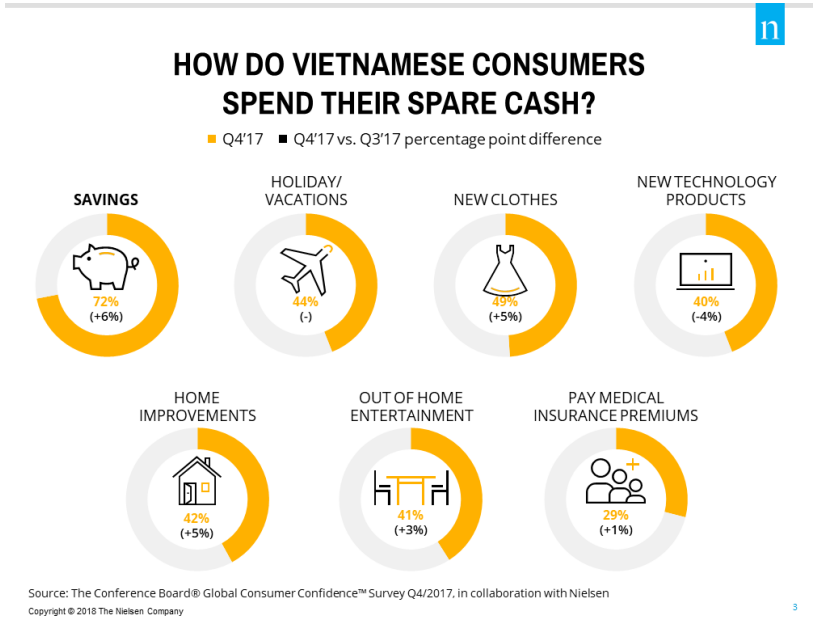
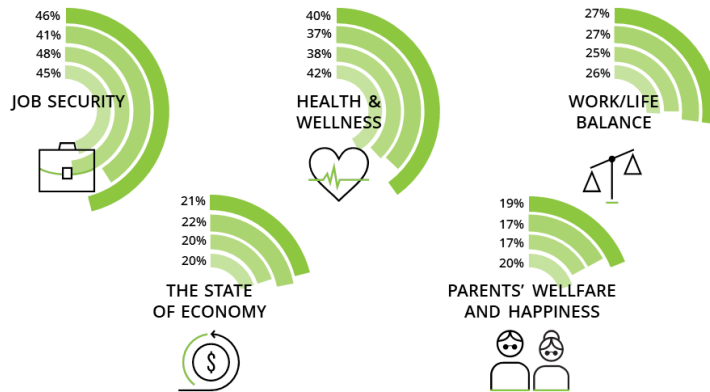


Chart 3: Major concerns of Vietnamese consumers – Q4/2017



### TOP 5 BIGGEST CONCERNS IN VIETNAM

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



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