



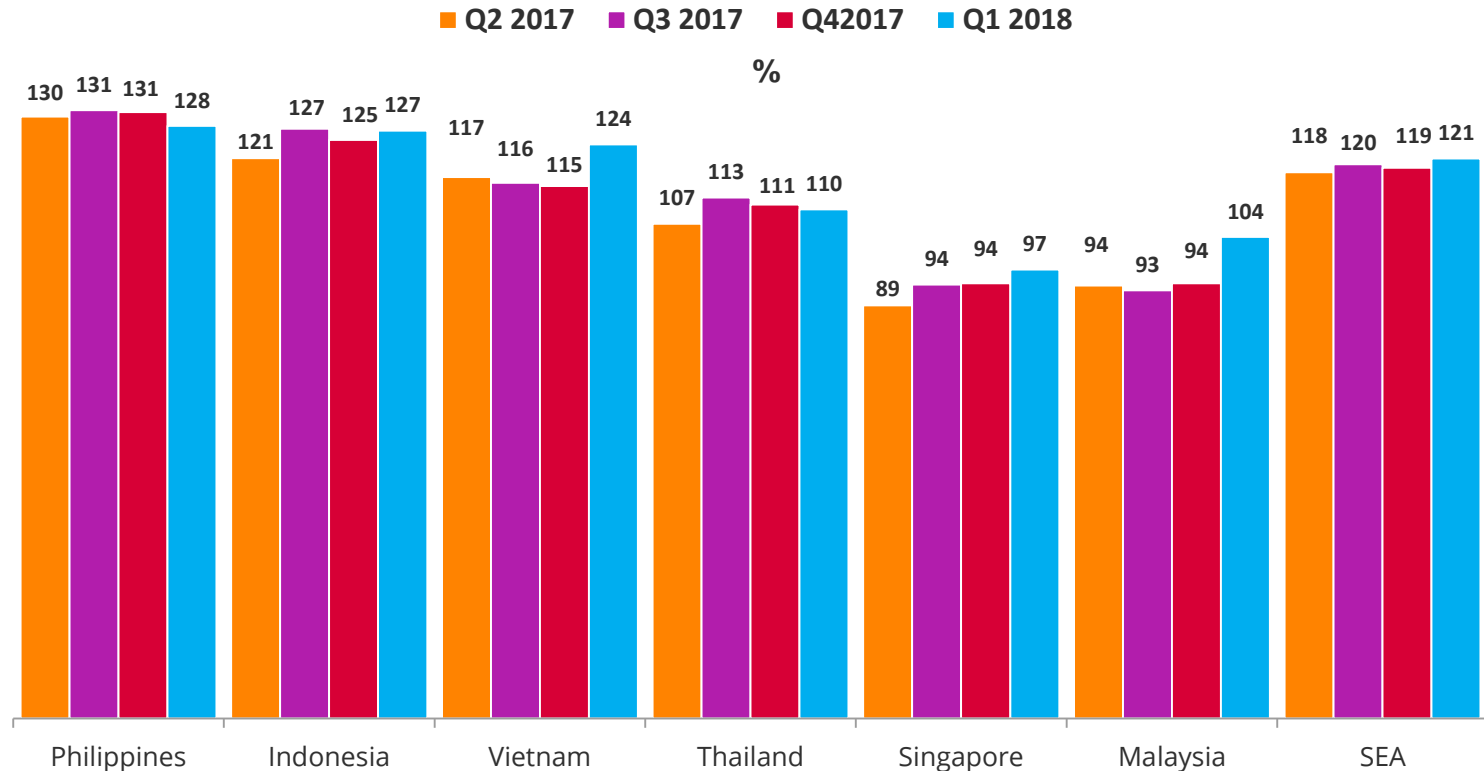
# CONSUMER CONFIDENCE INDEX QUARTER 1/2018

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

Nielsen Vietnam

# CONSUMER CONFIDENCE INDEX – SOUTHEAST ASIA

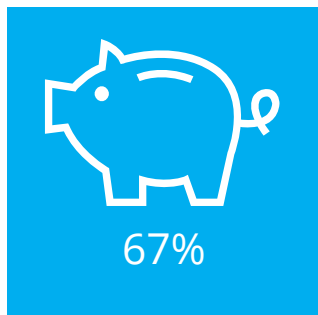
Confidence in the SEA region was consistently high



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

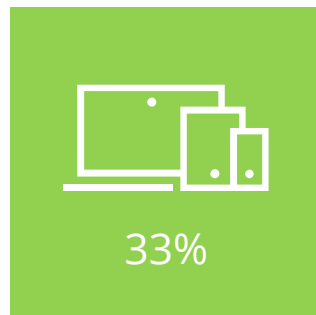
Top areas where Southeast Asian consumers are spending their spare cash



**SAVINGS**



**HOLIDAYS /  
VACATIONS**



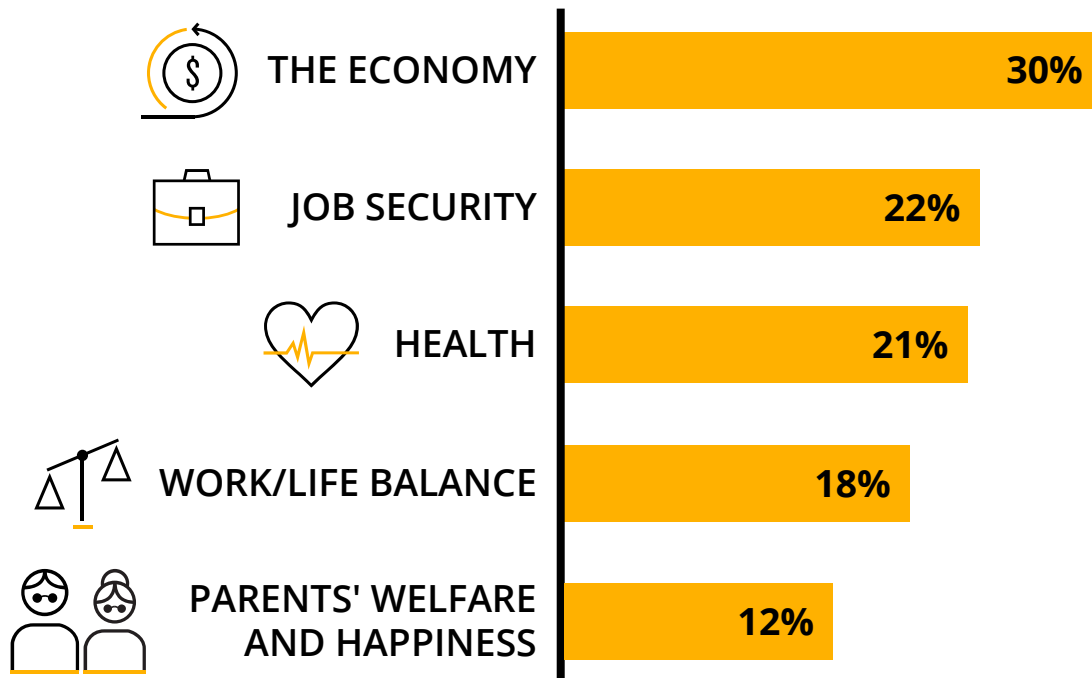
**NEW  
TECHNOLOGY  
PRODUCTS**



**NEW CLOTHES**

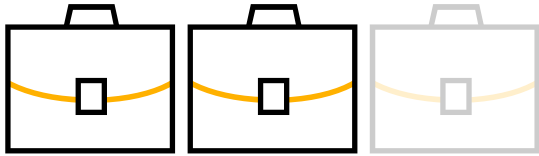
# JOB SECURITY LEADS LIST OF CONCERNS FOR SEA CONSUMERS

Top 5 biggest concerns of consumers in Southeast Asia



# VIETNAMESE REMAINS SHOWING POSITIVE CONFIDENCE INDICATORS

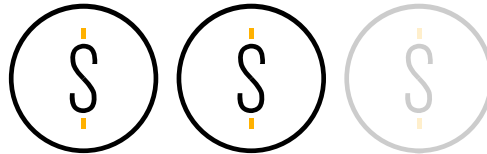
## POSITIVE ABOUT JOB PROSPECTS



More than **two in three (65%)** of Vietnamese respondents believes their job prospects will be good or excellent in the next year

(-4 pts vs Q4 2017)

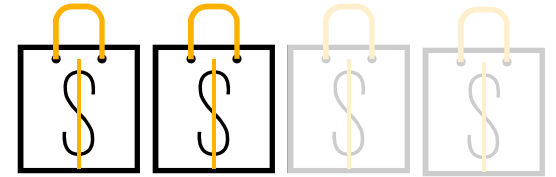
## SECURE ABOUT THEIR FINANCES



More than **two in three (77%)** believes the state of their personal finances will be good or excellent in the next year

(+6 pts vs Q4 2017)

## READY TO SPEND








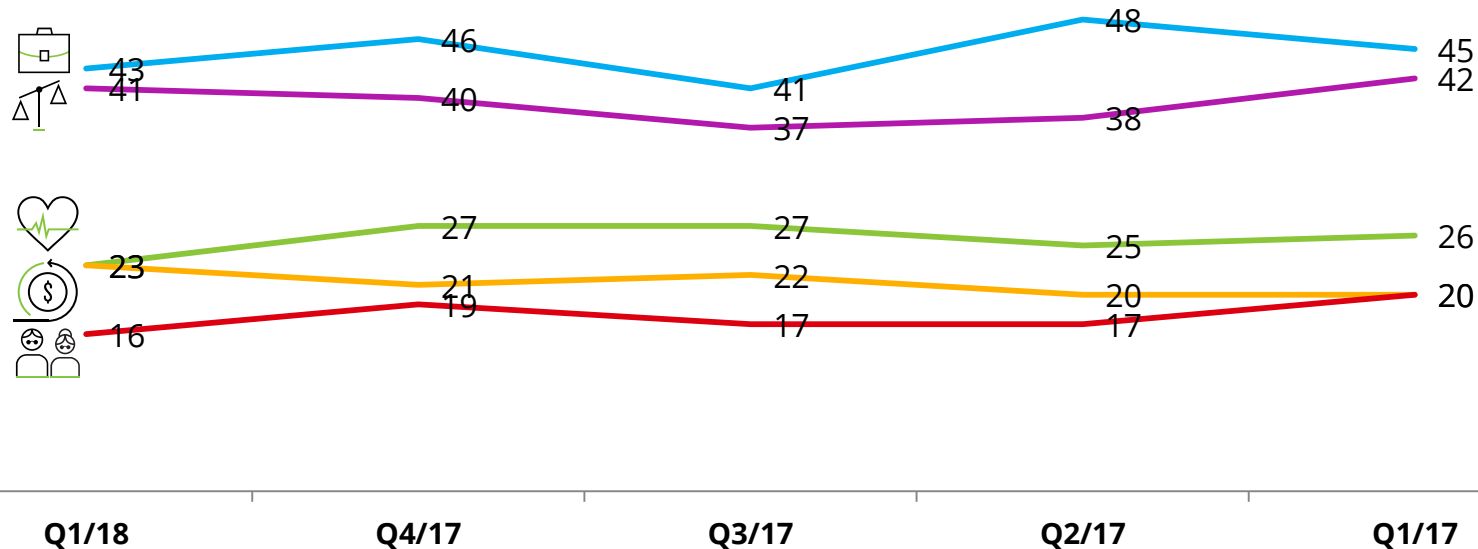
More than **two in three (64%)** says that the next 12 months are a good or excellent time to buy things they want and need

(+11 pts vs Q4 2017)

# JOB SECURITY AND HEALTH REMAINED THE TOP CONCERNS OF VIETNAMESE CONSUMERS

Top 5 biggest concerns of Vietnamese consumers

-  Job Security
-  Health and Wellness
-  Parents' Welfare & Happiness
-  Work/Life Balance
-  The State of Economy

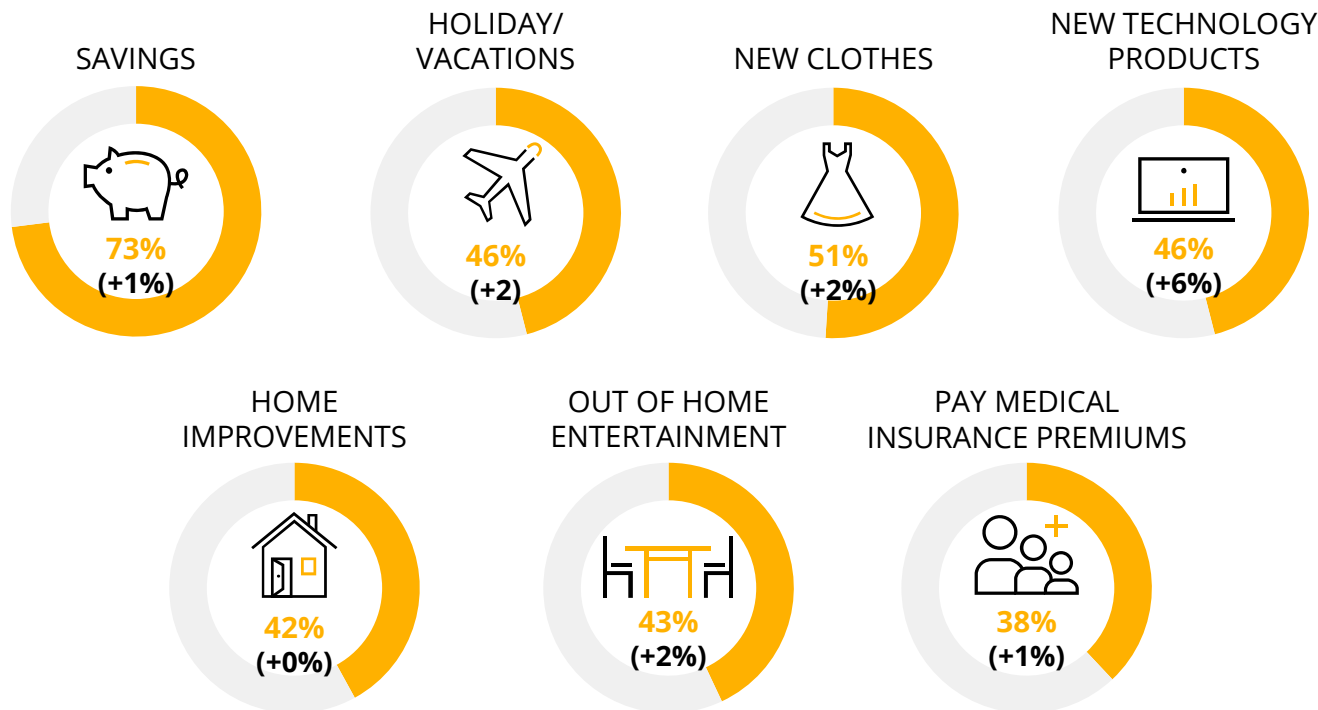


Source: The Conference Board® Global Consumer Confidence™ Survey Q4/2017, in collaboration with Nielsen

# 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?

■ Q1'18 ■ Q1'18 vs. Q4'17 percentage point difference



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

