Vietnam Supermarket and Hypermarket Industry

Consumer Behavior and Brand Perception Study

2025 September

INSIGHTASIA

Content

Research Methodology

Quantitative

Sample: 1,378 respondents aged 18-45, primary household shoppers, quotas set by gender (Female 78%, Male 22%), age, and city representation.

Method: Online survey

Qualitative

In-Depth Interviews: 08 IDIs with female primary shoppers aged 25-42.

Geographic Coverage

Ho Chi Minh City, Hanoi, Da Nang, Can Tho, Nha Trang, Hai Phong

Timeline

Data Collection: August 2025

Analysis & Reporting: September 2025

Executive Summary

Key findings from comprehensive consumer research

Market Context

Vietnam's retail market reached $309.67 billion in 2025, with modern trade formats capturing 27% of total retail sales compared to 15% in 2005. The supermarket segment continues robust growth driven by urbanization, rising middle-class incomes, and post-COVID hygiene consciousness among Vietnamese consumers.

> "After COVID, I cannot imagine shopping anywhere that does not maintain visible cleanliness standards. I am willing to travel further and pay more for stores that demonstrate proper hygiene protocols."
>
> **(Nguyen Thi Mai, 34, Working Mother, Ho Chi Minh City)**

Critical Success Factors

Fresh Food Excellence

Product freshness and quality rank as the top purchase driver for 87% of consumers, with significant variation in perception across chains. Supply chain transparency and visible quality control measures drive consumer confidence.

Accessibility & Convenience

Location convenience influences store choice for 79% of consumers. Dense urban coverage and extended operating hours create competitive advantages, particularly in Ho Chi Minh City and Hanoi.

Hygiene Standards

Store cleanliness remains a non-negotiable factor for 84% of shoppers post-COVID. Modern retail formats maintain significant advantages over traditional markets in perceived hygiene and food safety.

Digital Integration

Omnichannel capabilities increasingly differentiate leading chains. 43% of consumers now regularly use digital ordering, with mobile app usage reaching 67% among regular supermarket shoppers.

Market Structure and Store Network

Competitive landscape by store count and geographic coverage

Leading Supermarket Chains by Store Count (09/2025)

Source: Company reports, industry analysis, field research

Supermarket/Chain	Store Count	Primary Format	Geographic Focus	Positioning
WinMart/WinMart+	4,146+	Convenience/Mini-super	Nationwide	Convenience
Bach Hoa Xanh	2,180	Fresh Grocery	South/Central	Value-Fresh
Co.opmart/Co.opFood	702	Supermarket/Convenience	Nationwide	Community
Kingfood Mart	107	Fresh Specialty	Ho Chi Minh City	Fresh Premium
AEON (All Formats)	48	Hypermarket/Premium	Major Cities	Premium
Big C/GO!/Top Market	44	Hypermarket	Major Cities	Family Value
Lanchi Mart	24	Community Super	North Vietnam	Regional Value
MegaMarket	21+	Wholesale/Retail	Urban Centers	Bulk Value
Fujimart	19	Japanese-style Super	Hanoi Focus	Quality Fresh
BRG Mart	15+	Premium Super	North Vietnam	Local Premium

Market Concentration Analysis

The Vietnamese supermarket industry demonstrates **significant fragmentation with the top 03 players** (WinMart+, Bach Hoa Xanh, Co.opmart) controlling approximately **65% of modern retail outlet numbers**.

However, store count does not directly correlate with market share due to varying store sizes and sales productivity across formats.

Consumer Shopping Behavior

Frequency patterns, spending habits, and category preferences

Supermarket Shopping Frequency

Q: "How often do you typically shop at supermarkets or hypermarkets for household groceries?"
Base: All respondents (n=1,378)

Multiple times per week	**34%**
Once per week	**28%**
2-3 times per month	**23%**
Once per month or less	**15%**

Key Insights

62% of Vietnamese consumers shop at modern retail formats weekly or more frequently, indicating **strong adoption of supermarket shopping patterns.**

High-frequency shoppers tend to be **working women aged 25-35 with children**, prioritizing **fresh food purchases**.

Average Spending per Shopping Trip

Q: "What is your typical spending amount per supermarket shopping trip?"
Base: Regular supermarket shoppers (n=1,243)

Spending Range	Overall %	HCMC %	Hanoi %	Other Cities %
Under 200,000 VND	31%	24%	28%	41%
200,000 - 500,000 VND	42%	45%	47%	38%
500,000 - 1,000,000 VND	19%	23%	18%	16%
Over 1,000,000 VND	8%	8%	7%	5%

My weekly budget is around 400,000 VND for groceries. I prefer to shop twice per week - once for fresh vegetables and meat, and once for other household items. This way everything stays fresh and I can adjust meals based on what looks good.

(Le Thi Huong, 32, Office Manager, Da Nang)

Brand Awareness and Usage

Market penetration and usage patterns across major chains

Brand Awareness vs. Regular Usage (Past 3 Months)

Q: "Which of the following supermarket/hypermarket brands are you aware of?" / "Which have you shopped at in the past 3 months?"
Base: All respondents (n=1,378)

Brand	Spontaneous Awareness	Total Awareness	Regular Usage (P3M)	Usage/Awareness Ratio
WinMart+	89%	96%	74%	77%
Co.opmart	78%	94%	62%	66%
Bach Hoa Xanh	71%	88%	58%	66%
Big C/GO!	69%	91%	51%	56%
AEON	64%	86%	42%	49%
Lotte Mart	58%	82%	39%	48%
MegaMarket	52%	79%	34%	43%
Fujimart	31%	67%	24%	36%
BRG Mart	28%	61%	19%	31%
Kingfood Mart	26%	58%	18%	31%

Brand Awareness and Usage

Market penetration and usage patterns across major chains

Awareness Leaders

WinMart+ and Co.opmart demonstrate the **strongest brand recognition**, benefiting from extensive store networks and established market presence.

WinMart+ achieves exceptional **conversion from awareness to usage**, indicating effective accessibility and customer satisfaction.

Conversion Efficiency

Usage-to-awareness ratios reveal operational effectiveness. **WinMart+ leads at 77%**, followed by Co.opmart and Bach Hoa Xanh at 66%.

Premium brands like **AEON show lower conversion rates**, suggesting accessibility or pricing barriers.

Brand Perception Matrix

Consumer evaluation across key brand attributes

Brand Attribute Performance Comparison

Q: "Please rate how well each brand performs on the following attributes" (Scale: Excellent, Good, Fair, Poor)
Base: Brand users only, minimum n=180 per brand

Brand	Fresh Food Quality	Store Cleanliness	Value for Money	Staff Service	Product Variety	Convenience
WinMart+	72	86	68	71	78	91
Co.opmart	69	74	76	73	71	67
Bach Hoa Xanh	75	63	69	58	61	82
AEON	89	94	72	87	91	48
Lotte Mart	82	88	69	83	85	62
MegaMarket	71	76	81	67	89	51
Fujimart	84	81	66	79	69	71
Kingfood Mart	81	74	63	76	68	78

80%+: Excellent **60-79%**: Good **<60%**: Needs Improvement

Key Performance Insights

- **AEON and Lotte Mart** lead in premium attributes (fresh food quality, cleanliness, service) but face convenience and value challenges.
- **Bach Hoa Xanh** excels in value perception but struggles with service and store experience.
- **WinMart+** achieves balanced performance with exceptional convenience scores.
- **Fujimart and Kingfood Mart** demonstrate strong fresh food credentials within their operating markets.

Customer Purchase Journey Mapping

Understanding the path from need recognition to post-purchase behavior

Typical Supermarket Shopping Journey

Q: "Please describe your typical process when planning and conducting supermarket shopping" (Qualitative analysis)
Base: In-depth interview participants (n=8) + Journey validation survey (n=1,378)

1 Need Recognition & Planning (2-3 days before shopping)

Triggers:
- Running low on essentials (89%)
- Weekly routine (67%)
- Special occasions (34%)

Planning Activities:
- Check inventory at home (78%)
- Review household budget (61%)
- Check store promotions online/apps (43%)

Digital Touchpoints:
- Mobile apps for promotions (52%)
- Social media for inspiration (31%)
- Family messaging for requests (67%)

2 Store Selection (Day of shopping)

Primary Factors:
- Convenience/location (79%)
- Fresh food reputation (72%)
- Current promotions (56%)

Decision Process:
- Single store loyalty (34%)
- Multi-store comparison shopping (43%)
- Opportunistic based on location (23%)

Information Sources:
- Past experience (91%)
- Word of mouth (62%)
- Digital reviews (38%)

3 In-Store Shopping Experience

First Priorities:
- Fresh produce inspection (84%)
- Essential items first (71%)
- Promotional items check (49%)

Decision Points:
- Fresh food quality assessment (92%)
- Price comparison for major items (67%)
- Impulse purchases (54%)

Pain Points:
- Long checkout lines (43%)
- Out-of-stock items (38%)
- Unclear pricing (27%)

4 Payment & Checkout

Preferred Methods:
- Mobile payment apps (58%)
- Cash (31%)
- Credit/debit cards (28%)
- Loyalty points (23%)

Service Expectations:
- Fast processing (89%)
- Friendly service (71%)
- Bag assistance (45%)

5 Post-Purchase Evaluation

Satisfaction Drivers:
- Product quality at home (91%)
- Value perception (78%)
- Overall convenience (65%)

Loyalty Behaviors:
- Return intention (82%)
- Word-of-mouth recommendation (67%)
- Online reviews (21%)

Complaint Behaviors:
- Return to store (43%)
- Contact customer service (18%)
- Switch stores (39%)

Journey Optimization Opportunities

The research identifies critical friction points in the purchase journey, particularly around **fresh food quality assessment and checkout efficiency**. Successful retailers demonstrate superior performance in journey stages where customer investment is highest, especially **fresh food evaluation** and post-purchase satisfaction validation through **product quality at home**.

Customer Selection Criteria

Decision factors driving supermarket choice

Most Important Factors When Choosing a Supermarket

Q: "When choosing which supermarket to shop at, how important are each of the following factors?" (Scale: Very Important, Important, Somewhat Important, Not Important)
Base: All respondents (n=1,378)

Selection Criteria	% Very Important
Fresh food quality and variety	87%
Store cleanliness and hygiene standards	84%
Convenient location near home/work	79%
Competitive pricing on essential items	76%
Product safety and origin transparency	73%
Helpful and knowledgeable staff	68%
Store layout and shopping efficiency	65%
Promotions and loyalty benefits	61%
Digital services and delivery options	58%
International/imported product selection	42%

> For me, freshness is everything. I can see the difference in vegetables that have been properly stored versus those that sit too long. I am willing to pay more and travel further for consistently fresh produce.
>
> **(Tran Thi Nga, 29, Teacher, Hanoi)**

> After the pandemic, cleanliness became non-negotiable. I notice immediately if a store does not maintain proper hygiene standards. It affects my trust in everything they sell, especially fresh foods.
>
> **(Pham Minh Duc, 35, Marketing Manager, Ho Chi Minh City)**

Consumer Segmentation

Four distinct consumer segments with different supermarket preferences

Primary Consumer Segments

Q: Segmentation based on shopping behavior, priorities, and demographic characteristics
Base: All respondents (n=1,378) - Statistical cluster analysis

Quality-First Families: 38%

- **Demographics:** 28-45 years, middle-upper income, households with children
- **Key Behaviors:** Premium willing, brand loyal, fresh food focused
- **Preferred Chains:** AEON (71%), Lotte Mart (58%), Fujimart (52%), Co.opmart (48%)
- **Spend per Trip:** 580,000 VND average
- **Shopping Frequency:** 2-3 times per week
- **Key Quote:** "I prioritize quality and safety for my family, price is secondary"

Convenience Seekers: 29%

- **Demographics:** 25-35 years, working professionals, busy lifestyles
- **Key Behaviors:** Location-driven, time-conscious, digital adoption
- **Preferred Chains:** WinMart+ (89%), Circle K (67%), Co.op Food (54%)
- **Spend per Trip:** 320,000 VND average
- **Shopping Frequency:** Multiple times per week
- **Key Quote:** "I need quick access near home or work, efficiency matters most"

Value Optimizers: 21%

- **Demographics:** 22-40 years, price-sensitive, comparison shoppers
- **Key Behaviors:** Promotion-driven, bulk buying, multi-store shopping
- **Preferred Chains:** Bach Hoa Xanh (82%), MegaMarket (69%), Big C/GO! (61%)
- **Spend per Trip:** 450,000 VND average
- **Shopping Frequency:** Weekly bulk shopping
- **Key Quote:** "I research prices and promotions, always looking for the best deals"

Experience Enthusiasts: 12%

- **Demographics:** 26-42 years, higher income, lifestyle-focused
- **Key Behaviors:** Shopping as leisure, international products, brand exploration
- **Preferred Chains:** AEON (94%), Lotte Mart (78%), premium formats (65%)
- **Spend per Trip:** 720,000 VND average
- **Shopping Frequency:** Weekly planned trips
- **Key Quote:** "Shopping should be enjoyable, I like discovering new products and brands"

Consumer Segmentation

Four distinct consumer segments with different supermarket preferences

Segment Preferences for Key Attributes

% Rating "Very Important" by segment

Attribute	Quality-First Families	Convenience Seekers	Value Optimizers	Experience Enthusiasts
Fresh food quality	94	78	85	89
Store cleanliness	91	76	79	87
Convenient location	72	95	68	61
Competitive pricing	65	71	93	52
Product variety	78	62	71	91
Staff service	83	58	61	84
Digital services	52	73	48	67

Regional Market Analysis

City-specific consumer behavior and competitive landscapes

Regional Consumer Behavior Variations

Q: Analysis of shopping patterns, brand preferences, and spending by major city markets
Base: Respondents by city - HCMC (n=485), Hanoi (n=412), Da Nang (n=191), Can Tho (n=142), Nha Trang (n=98), Hai Phong (n=50)

Market Characteristics	Ho Chi Minh City	Hanoi	Da Nang	Other Cities
Avg. Spending per Trip	425,000 VND	385,000 VND	310,000 VND	275,000 VND
Shopping Frequency	3.2x/week	2.8x/week	2.1x/week	1.9x/week
Digital Adoption	78%	71%	62%	54%
Premium Willingness	67%	58%	47%	39%
Brand Loyalty	52%	67%	61%	71%
Market Characteristics	Ho Chi Minh City	Hanoi	Da Nang	Other Cities
Avg. Spending per Trip	425,000 VND	385,000 VND	310,000 VND	275,000 VND

Regional Market Analysis

City-specific consumer behavior and competitive landscapes

Regional Consumer Behavior Variations

Ho Chi Minh City

Market Leaders: WinMart+ (78%), Bach Hoa Xanh (64%), AEON (48%)

Consumer Profile: High digital adoption, premium willingness, convenience-focused

Opportunities: Premium fresh concepts, omnichannel experiences, international products

Challenges: Intense competition, high real estate costs, rapid market evolution

Hanoi

Market Leaders: Co.opmart (71%), WinMart+ (68%), AEON (42%)

Consumer Profile: Brand loyal, quality-focused, relationship-oriented

Opportunities: Premium Japanese-style service, quality positioning, community engagement

Challenges: Traditional preferences, slower adoption, established relationships

Secondary Cities

Market Leaders: Lotte Mart (varies by city), Local chains, WinMart+ (expanding)

Consumer Profile: Value-conscious, family-oriented, tourism influence

Opportunities: First-mover advantages, format adaptation, local partnerships

Challenges: Limited market size, infrastructure constraints, local competition

Regional Strategy Implications

Ho Chi Minh City

Ho Chi Minh City offers the highest growth potential but requires **significant investment and differentiation to compete** effectively.

Hanoi

Hanoi rewards quality positioning and relationship-building approaches, with opportunities for chains that demonstrate **authentic commitment to superior standards**.

Secondary Cities

Secondary cities present expansion opportunities for chains that can **adapt formats to local market conditions and spending patterns** while maintaining operational efficiency.

Regional Market Analysis

City-specific consumer behavior and competitive landscapes

Regional Positioning Recommendations for Key Clients

Strategic implications based on market analysis

AEON Strategy

- **HCMC:** Premium positioning with accessibility focus through MaxValu expansion
- **Hanoi:** Quality leadership messaging with Japanese service excellence
- **Secondary Cities:** Mall-anchored approach targeting affluent families

FujiMART Strategy

- **Hanoi:** Establish fresh food excellence before expansion
- **HCMC:** Japanese quality differentiation in competitive market
- **Northern Markets:** Leverage Japanese positioning for quality-conscious consumers

KINGFOODmart Strategy

- **HCMC:** Omnichannel leadership with fresh food specialization
- **Expansion Markets:** Technology-enabled fresh distribution model
- **Ecosystem Integration:** Leverage Seedcom synergies across markets

Digital Behavior and Omnichannel Trends

Technology adoption patterns and digital shopping evolution

Digital Service Adoption Among Supermarket Shoppers

Q: "Which of the following digital services do you currently use when shopping for groceries?" (Multiple selection allowed)
Base: All respondents (n=1,378)

Digital Service	Current Usage %	Started in 2024-25 %	Plan to Use (Next 6 months) %
Mobile apps for price checking/promotions	67	23	78
Digital payment methods (mobile wallets)	61	31	74
Online grocery ordering for delivery	43	18	58
Loyalty program apps	39	15	52
Click & collect/pickup services	12	5	28
Social media for product discovery	28	12	41
Voice ordering/smart assistants	5	3	18

Digital Behavior and Omnichannel Trends

Technology adoption patterns and digital shopping evolution

Omnichannel Shopping Behavior Patterns

Q: "How do you typically combine online and offline channels when grocery shopping?"
Base: Digital service users (n=892)

Supermarket Shopping Frequency

Research online, buy in-store	**52%**
Mixed online and offline purchases	**31%**
Primarily online ordering	**17%**

Digital Touchpoints Usage

Pre-shopping: → **In-store:** → **Post-purchase:**

Pre-shopping:

Check promotions	**73%**
Compare prices	**61%**
Plan shopping lists	**54%**

In-store:

Digital payments	**61%**
Price verification	**48%**
Product information	**35%**

Post-purchase:

Order tracking	**42%**
Customer feedback	**23%**
Loyalty point management	**31%**

> I always check the app before going to the store to see current promotions and make sure items are in stock. During busy weeks, I order dry goods online and only visit for fresh produce that I want to select myself.
>
> **(Vo Thi Lan, 31, IT Specialist, Ho Chi Minh City)**

Digital Adoption Insights

Vietnamese consumers demonstrate **sophisticated digital behavior**, with research-driven **shopping patterns dominating omnichannel usage**. The acceleration of digital adoption during 2024-2025 indicates continued growth potential, particularly in **delivery services and loyalty program engagement**.

Successful retailers must integrate **digital touchpoints seamlessly** across the customer journey while maintaining **excellence in physical store experiences** for fresh food categories where consumers prefer hands-on selection.

Future Market Outlook and Opportunities

Growth projections and emerging trends through 2030

$547B Projected 2030 Market Size

12.05% Annual Growth Rate (CAGR)

35% Modern Trade Share by 2030

65% Digital Integration Adoption

Emerging Consumer Trends and Market Opportunities

Q: "What new products, services, or shopping experiences would you be interested in?" + Market analysis
Base: All respondents (n=1,378) + Industry trend analysis

High-Growth Categories (Consumer Interest)

Organic and health-focused products	68%
Ready-to-eat meal solutions	54%
International cuisine ingredients	51%
Sustainable packaging options	47%
Local specialty products	43%

Service Innovation Opportunities

15-minute delivery windows	61%
AI-powered shopping recommendations	38%
Virtual shopping assistants	35%
Subscription grocery services	32%
Augmented reality product information	28%

Future Market Outlook and Opportunities

Growth projections and emerging trends through 2030

Key Growth Drivers Through 2030

Market analysis and consumer trend identification

Demographic Evolution

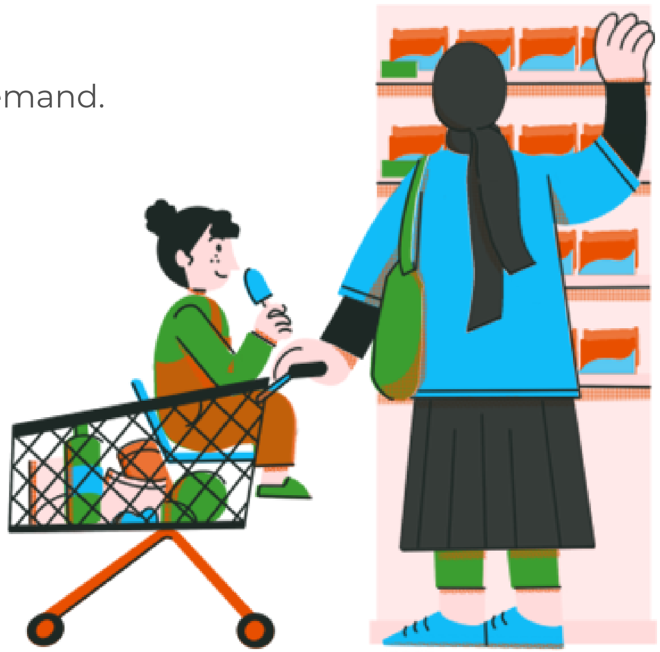
- Rising middle class in secondary cities
- Gen Z entering peak earning years
- Urbanization expanding beyond major metropolitan areas
- Increasing female workforce participation driving convenience demand.

Technology Integration

- AI-powered inventory management
- IoT-enabled supply chain optimization
- Advanced personalization engines
- Seamless omnichannel experiences
- Blockchain supply chain transparency.

Sustainability Focus

- Environmental consciousness driving packaging preferences
- Local sourcing emphasis
- Energy-efficient operations
- Waste reduction programs
- Circular economy participation.



Strategic Implications and Industry Recommendations

Key success factors for competitive advantage in the evolving market

Critical Success Factors for Market Leadership

Analysis based on consumer research findings and competitive dynamics

Foundational Excellence Requirements

Fresh Food Supply Chain Mastery

Advanced cold chain logistics, supplier relationship management, quality control systems, and transparent sourcing practices that consumers can observe and trust.

Operational Efficiency

Store layout optimization, inventory management systems, staff training programs, and checkout process improvements that enhance shopping efficiency.

Hygiene and Safety Standards

Visible cleanliness protocols, food safety certifications, equipment maintenance, and staff hygiene training that build consumer confidence.

Differentiation Opportunities

Digital Integration Excellence

Seamless omnichannel experiences, personalized marketing, mobile payment solutions, and data-driven inventory optimization.

Customer Experience Innovation

Service quality improvements, loyalty program enhancements, community engagement initiatives, and personalized shopping assistance.

Format Specialization

Targeted store formats for different consumer segments, location-specific adaptations, and specialized product assortments that meet local preferences.

Strategic Implications and Industry Recommendations

Key success factors for competitive advantage in the evolving market

Competitive Positioning Strategies

Strategic recommendations based on market segment analysis

Market Position	Target Segments	Key Success Factors	Investment Priorities	Competitive Risks
Premium Leadership	Quality-First Families, Experience Enthusiasts	Superior product quality, exceptional service, premium experience	Staff training, store design, supply chain excellence	Accessibility limitations, price sensitivity
Convenience Champion	Convenience Seekers, Quality-First Families	Location accessibility, operational efficiency, digital integration	Network expansion, technology systems, logistics	Fresh food quality perception, premium competition
Value-Fresh Specialist	Value Optimizers, Quality-First Families	Competitive pricing, fresh food quality, efficient operations	Supply chain optimization, cost management, quality systems	Service experience, store environment quality
Experience Destination	Experience Enthusiasts, Quality-First Families	Product discovery, shopping experience, international selection	Product curation, store experience, customer engagement	Limited market size, operational complexity

Strategic Implications and Industry Recommendations

Key success factors for competitive advantage in the evolving market

Market Evolution Implications

The Vietnamese supermarket industry is transitioning from a growth phase focused on store expansion to a maturity phase emphasizing **operational excellence and customer experience differentiation**. Success increasingly depends on **authentic value proposition delivery** rather than promotional activities or location advantages alone.

Retailers must **invest in supply chain capabilities, staff development, and technology integration** while **maintaining cost efficiency** to remain competitive in an increasingly sophisticated market.

Conclusions

Key findings summary

Primary Research Conclusions

1 Vietnamese consumers have evolved beyond basic price and location considerations to prioritize **fresh food quality, store cleanliness, and shopping experience.**

2 The market rewards **authentic differentiation over promotional** tactics, with successful chains demonstrating consistent excellence in their chosen positioning.

3 **Digital integration** has become essential for customer engagement, though **physical store experience remains critical for fresh food categories** where consumers require hands-on product evaluation.

Market Success Patterns

Analysis of high-performing chains across different positioning strategies

Market Leaders
Common Success Factors:

Consistent fresh food quality delivery, clear value proposition execution, strong operational systems, effective customer relationship management, and authentic brand positioning that aligns with target consumer priorities.

Growth Opportunities
Underserved Areas:

Secondary city markets with limited premium options, organic and health-focused product categories, integrated digital-physical shopping experiences, and specialized format adaptations for different urban densities.

Competitive Risks
Market Challenges:

Increasing customer expectations, supply chain cost pressures, talent acquisition for service roles, technology investment requirements, and the need for continuous adaptation to evolving consumer preferences.

About Us

We Are

SMALL enough to care &
BIG enough to trust

We champion innovative research

Technical rigor and quality control, combined with research passion, creativity and smarter thinking

We bring real local knowledge

To provide 'up to the minute' understanding of the evolving competitive & consumer context

Our Clients Trust Us
Because We Understand

- Asia.
- Efficient and effective research design.
- The need for practical and actionable solutions.

We Are your
THINKING PARTNERS

Local & Regional Clients

Across Industries

...and more

(B2C) What we do

Survey: F2F/ Online

Focus Group

Home Usage Test

Central Location Test

Along shopping

Retail check/ audit

Ethnography

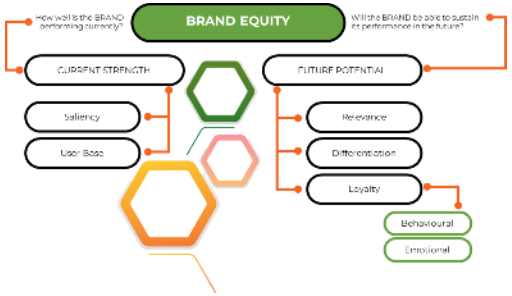
Mystery shopping

(B2B) What we do

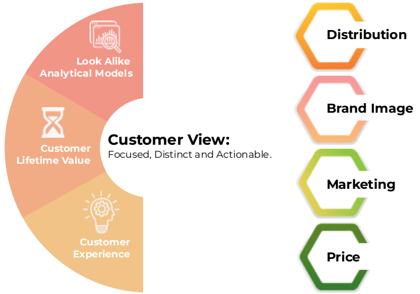
Survey: F2F/ Online

In-depth Interview

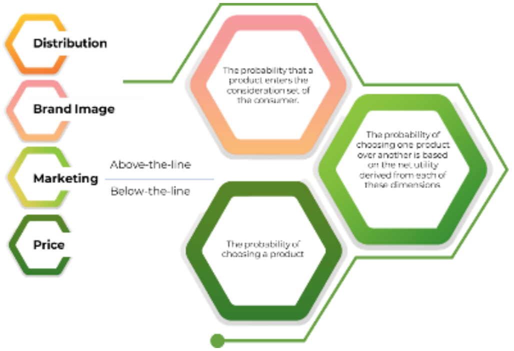
Competitor Analysis



Market Analysis



ROMI Analysis



Ideation Workshop

Mr. Pham Anh Tuan

Research Director, Country Manager || VIETNAM

Tuan is a seasoned senior marketing research with over 15 years of expertise, **specializing in B2B marketing research**. His focus is on market exploration and penetration studies within various sectors, both locally and regionally. With a **unique blend of IT and market research experience**, Tuan leverages his technical skills to enhance data analysis and market insights, offering a comprehensive understanding of market dynamics.

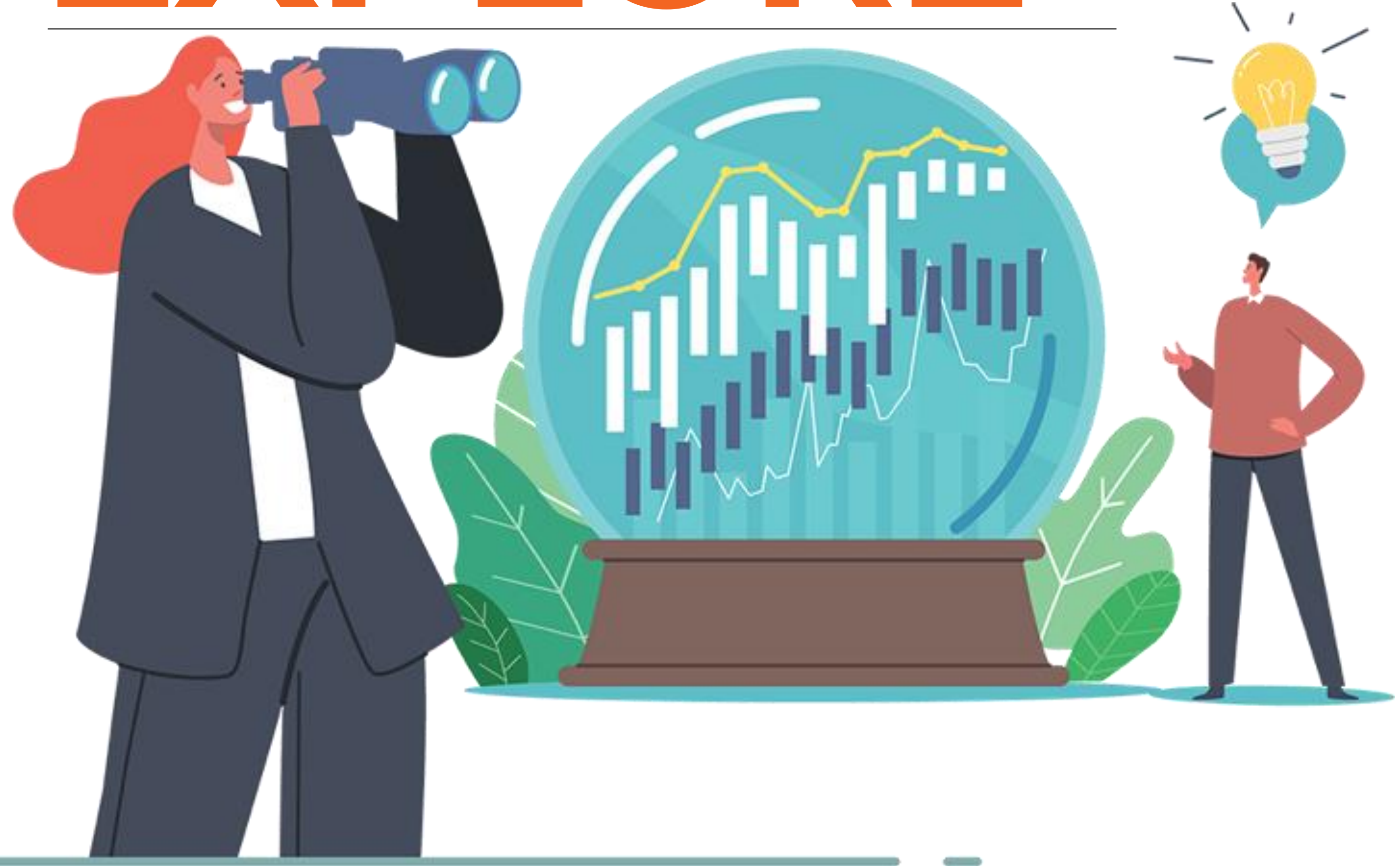
Renowned for his **sharp analytical skills** and **consultative approach**, Tuan has made significant contributions to the understanding of consumer trends and market behaviors.

Tuan's expert insights are occasionally featured in local newspapers such as Dan Tri, Tuoi Tre Online, and on Vietnam primary TV channels VTV1 VTV3 VTV9, where he shares his perspectives on evolving market landscapes.

2009 – 2016	2016 – 2021	2021 – 2023	2024	Now
Manager, Epinion Vietnam	Research Director, Asia Plus (Q&Me) & Kadence Vietnam	Research Director, Macromill Vietnam	Country Manager InsightAsia Vietnam	

Ready to

EXPLORE



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