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| **Vietnamese consumers became the most avid savers globally**  HCMC – Vietnam topped the world in terms of having the most **avid** savers with 72 percent, followed by Hong Kong (68 percent) and Singapore (65 percent), according to the Conference Board Global Consumer Confidence Survey released this week.  The survey done in collabration with global measurement company Nielsen found Asia Pacific consumers leading the way globally in saving **intentions**.  In the second quarter Vietnamese said they spent less spare cash than in the previous quarter.  After savings, their spare money went towards buying new clothes (39 percent).  Despite a slight decrease from the previous quarter, Vietnam was second in term of the **proportion** of people spending on medical insurance premiums (38 percent) behind only India (39 percent).  They also, unsurprisingly, indicated that they spent significantly less money on holidays (down 6 percent) and out-of-home entertainment (down 6 percent).  “Government lockdowns to contain the COVID-19 pandemic started a domino effect, with businesses, especially hotels, bars and restaurants closing down temporarily or permanently and consumer spending dropping due to fewer spending opportunities,” Louise Hawley, managing director of Nielsen Vietnam, said.  The resulting job cuts and uncertainty increased anxiety about reduced incomes and **stressed household finances**.  “Even if we have seen a recovery, consumer demand is only shaky ground, and the coming weeks are likely to see an impact with further reductions to spending. At the same time there remain reduced visits to stores, restaurants and other venues, as well as financial concerns and depressed **discretionary** spending on categories such as entertainment, new clothes and eating out.”  “Having more time at home – and with technology playing a key role in everything from education, working and entertainment – has created this demand for technology products,” Hawley said.  Vietnam consumers continued to rank job security and health as their top two concerns.  Remarkably, there was a big jump in consumer concern about the economy, which, at 31 percent, was at the highest level since 2014.  In the second quarter Vietnam became the second most **optimistic** country globally with a Consumer Confidence Index of 117 points.  The combination of **deteriorating** job prospects, rising anxieties about short-term personal finances and spending **readiness** drove the decline in Vietnam consumer confidence during the quarter.  **All three drivers** of consumer confidence, job **prospects**, personal finances and spending intentions, witnessed significant declines.  The survey was done between May 7 and 25 by polling more than 33,000 consumers in 68 markets throughout the Asia-Pacific, Europe, etc. | **Avid/**av-id**:** showing great enthusiasm for or interest in, eager.  **Intentions:** a purpose or goal.  **Proportion:** ratio.  **stressed household finances:** căng thẳng tài chính gia đình.  **Discretionary/**dih-skresh-uh-ner-ee: tùy ý  **Optimistic:** lạc quan.  **Deteriorating/**dih-teer-ee-uh-reyt to make or become worse in character, quality, value, etc.  **Readiness/**red-ee-nis: willingness.  **All three drivers:**  3 yếu tố.  **Prospects:** expectation, something in view as a source of profit. |