

2025

Social Media Report

FMC CG

Table of Content

I. FMCG INDUSTRY & INFLUENCER MARKETING OVERVIEW

1. FMCG Industry Overview
2. Influencer Marketing Overview
3. Influencer Marketing in FMCG Industry
4. Case Study

II. KOL/KOC & COMMUNITY IN THE FMCG INDUSTRY

1. KOL/KOC & Community Overview in FMCG Industry
2. Trends in Influencer Marketing for FMCG
3. Proposed strategies
4. KOL/KOC & Community recommendations

III. CHALLENGES & OPPORTUNITIES

1. Challenges
2. Opportunities
3. Proposed strategic solutions

I. FMCG INDUSTRY & INFLUENCER MARKETING OVERVIEW



[FMCG Industry Overview](#)

[Influencer Marketing Overview](#)

[Influencer Marketing in
FMCG Industry](#)

[Case study](#)

01. FMCG INDUSTRY OVERVIEW

➤ What are Fast-Moving Consumer Goods (FMCG)?

Fast-moving consumer goods (FMCG) are high-demand products that sell quickly and are affordable for most people. They are the products that quickly leave the supermarket shelves every day.

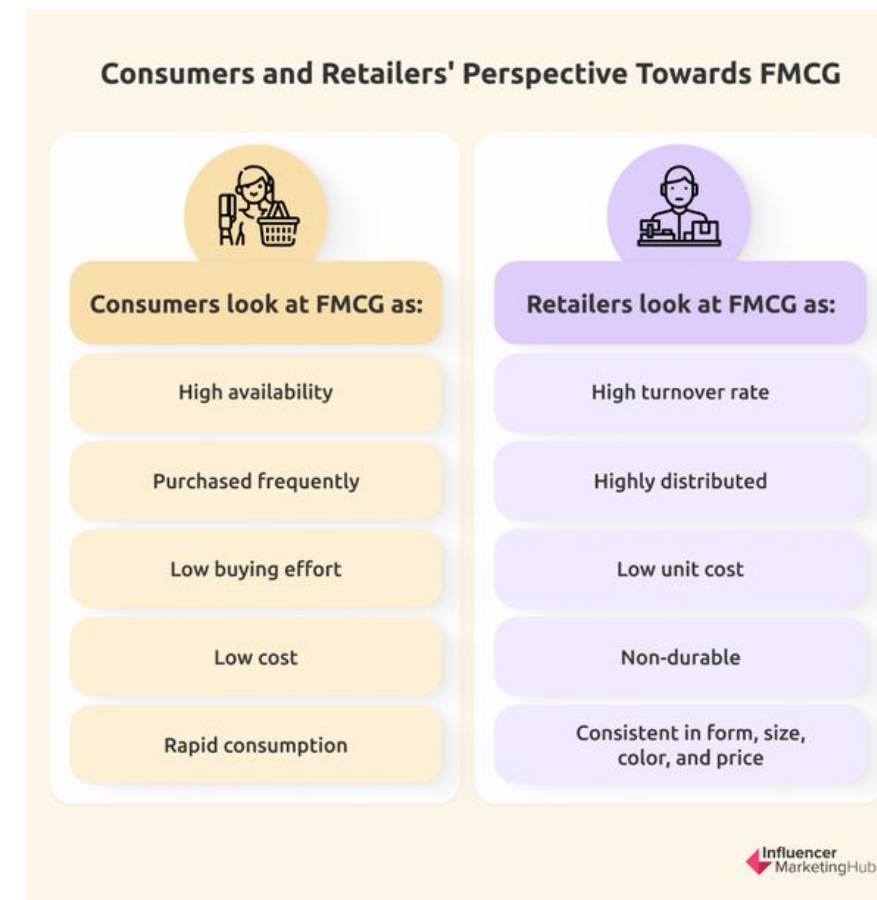
According to Feedough, there are four key requirements for FMCG. They are:

Frequent Use

Consumed quickly

High demand

Low cost

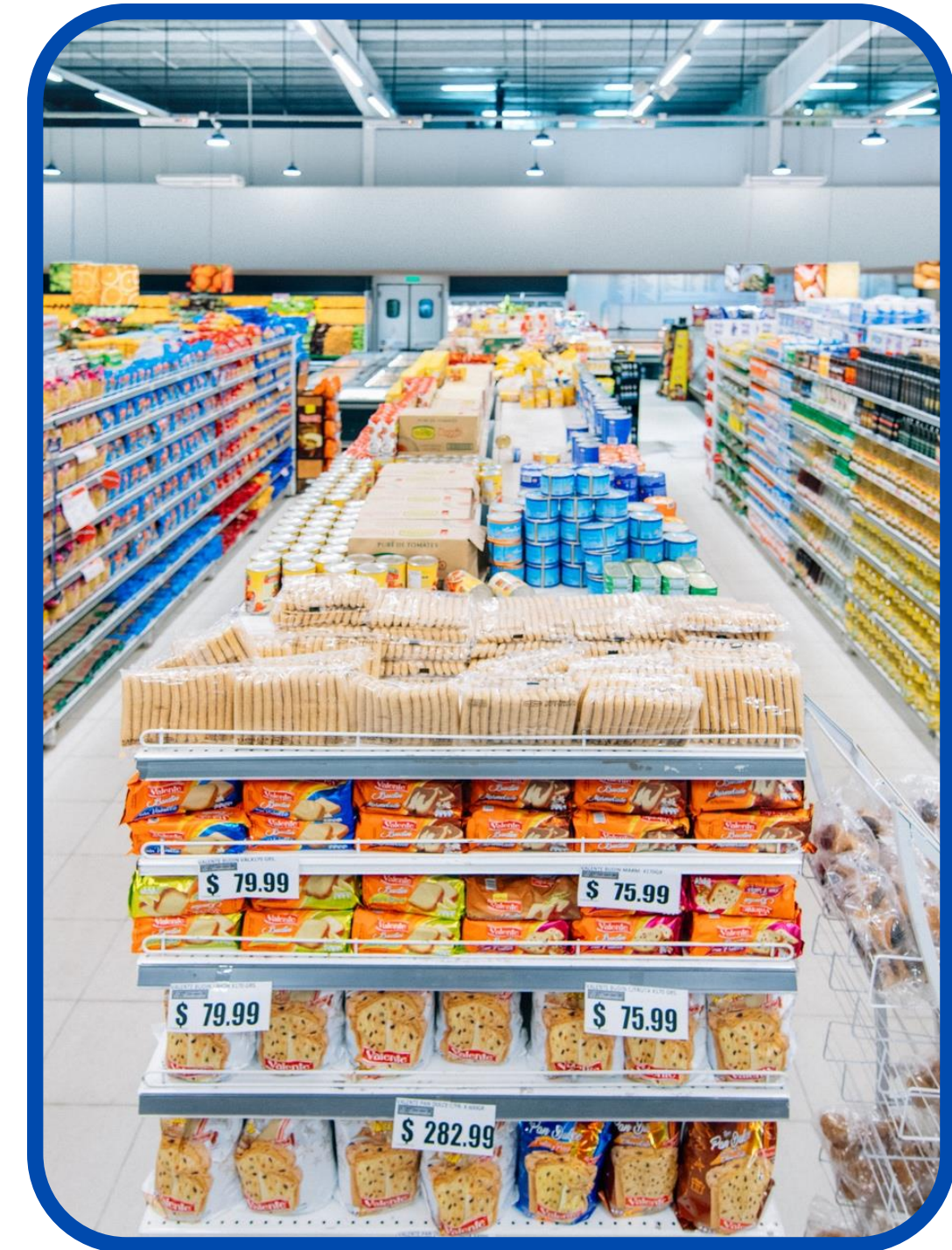


01. FMCG INDUSTRY OVERVIEW

What are Fast-Moving Consumer Goods (FMCG)?

According to Influencer Marketing Hub, common fast-moving consumer goods include packaged food, toiletries, stationery, cleaning materials, laundry products, personal care products, alcohol, and cheap consumer electronics like mobile phones. Some FMCG will be perishable, e.g., milk, bread, fruit, and vegetables, possibly only lasting a few days. Many of the products in short supply in supermarkets during Covid lockdowns were FMCG, with consumers going into panic mode, stockpiling items in case they ran out.

Some of the best-known companies in the world make FMCG, including Nestlé, PepsiCo, and Coca-Cola, along with lesser known (to the general public) conglomerates that produce high-profile brands, like Procter & Gamble (P&G), Unilever, and AB InBev.



01. FMCG INDUSTRY OVERVIEW

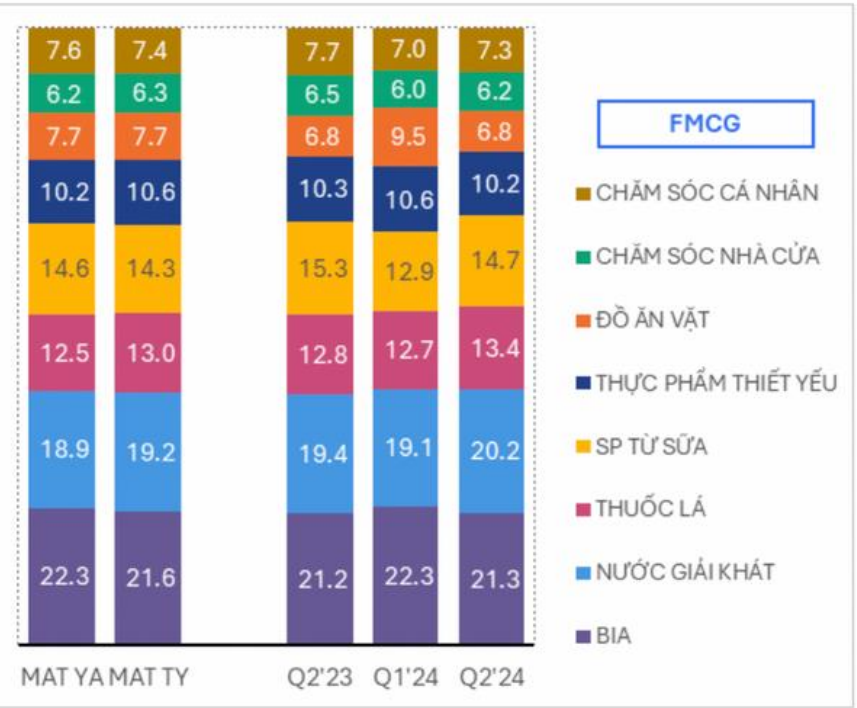
➤ FMCG in Vietnam: Signs of Recovery

According to data from NIQ’s retail measurement service, the Fast-Moving Consumer Goods (FMCG) sector in Vietnam showed signs of recovery in Q2/2024, driven by an increase in consumption volume. Essential categories such as food experienced slight growth, while segments like Personal Care and Home Care saw a decline. Meanwhile, non-essential categories such as beer and tobacco recorded positive growth.

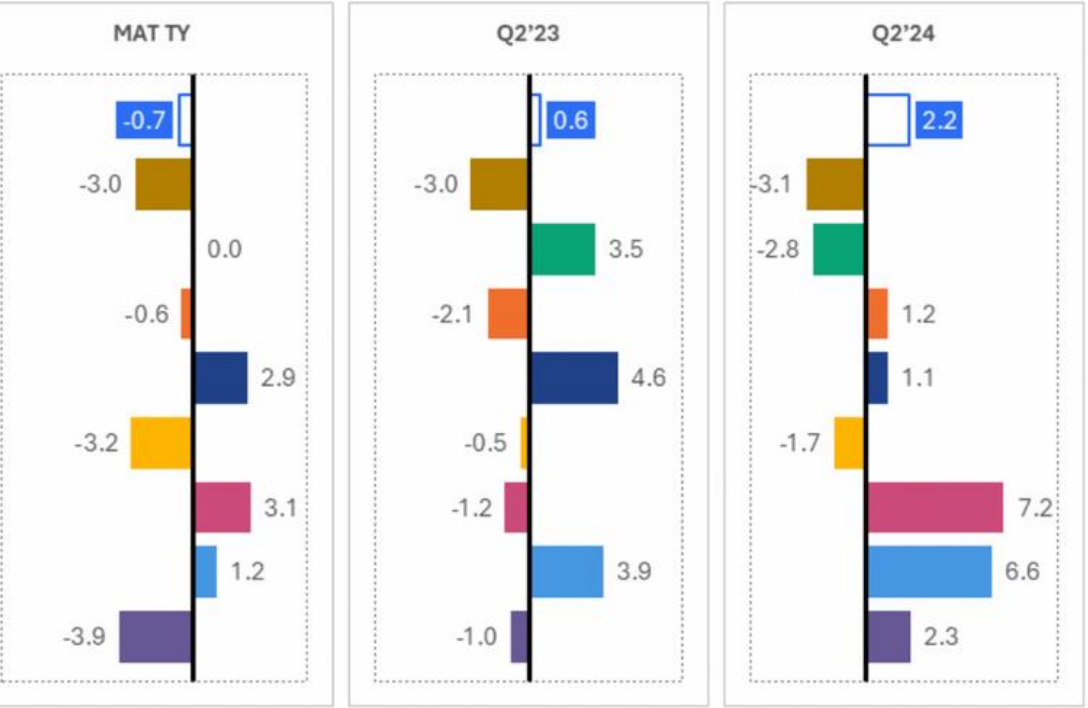
Recovery is driven by non-essential categories, while food shows only a slight increase.

Personal care, home care, and dairy products continue to decline.

• VN in.SR – FMCG by Category – Revenue Share (%)



• Revenue Growth vs Year Ago (%)



Beer & Beverages: Soft drinks, energy drinks, RTD tea, fruit juice, bottled water, sports drinks, coffee, **Tobacco, Dairy Products:** Liquid milk, sweetened condensed milk, powdered milk, cocoa malt beverages, instant milk powder, **Essential Foods:** Chili sauce, MSG, instant noodles, **Snacks:** Biscuits, sponge cakes, candies, snack foods, chewing gum, **Home Care:** Dishwashing liquid, fabric softener, floor cleaner, insect spray, mosquito coils, detergent, tissue paper, **Personal Care:** Conditioner, shower gel, shampoo, toothbrush, toothpaste, insect repellent, wet wipes, baby/adult diapers.



Source: NIQ – Retail Measurement Data, June 2024.

01. FMCG INDUSTRY OVERVIEW

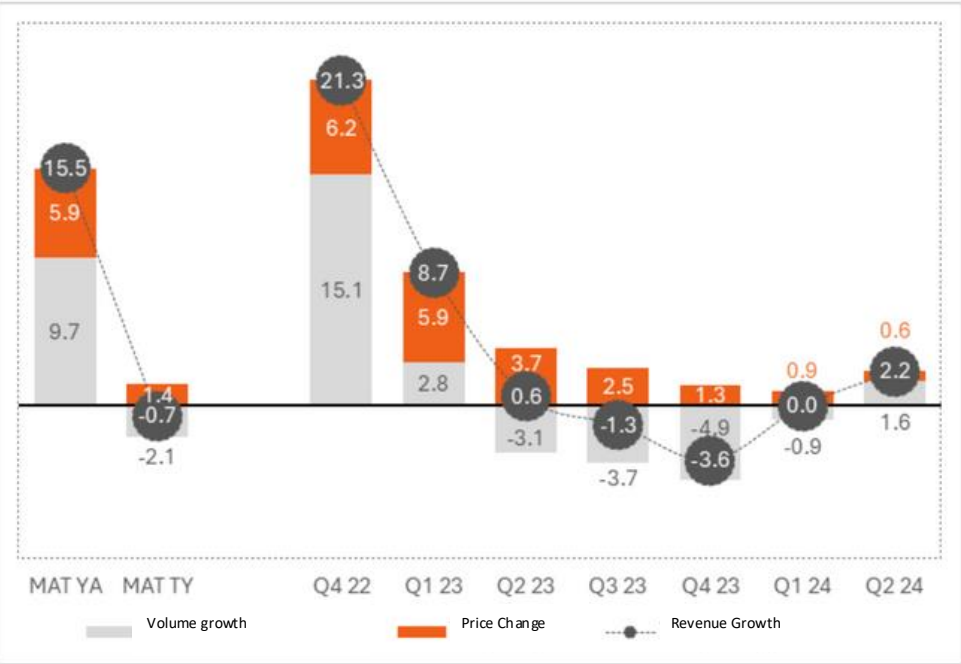
➤ FMCG in Vietnam: Signs of Recovery

In the first half of 2024, the growth of the FMCG sector in Vietnam was **unevenly distributed across regions**. The Central region recorded a notably stronger recovery compared to the North and South. In the context of significant damages to the Northern agriculture and industrial sectors following Typhoon Yagi, the FMCG market in these areas is expected to be impacted in the near future.

FMCG sees recovery in Q2'24 driven by volume, while average price levels remain stable.

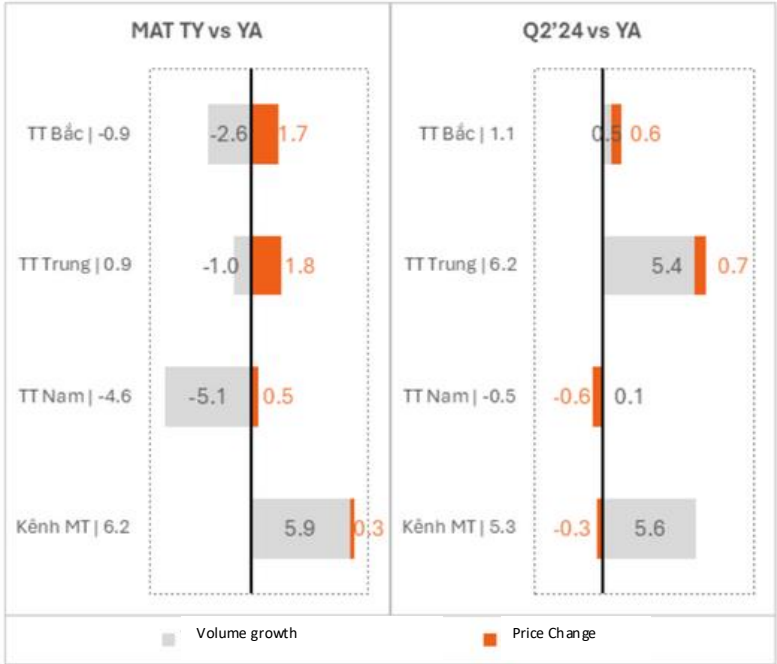
All three regions are recovering, with the Central region showing strong growth.

• VN in.SR – FMCG – Revenue Growth vs. YA by Volume and Price



• Breakdown by Region and Retail Channel

Region / xx: Revenue Growth (%)



01. FMCG INDUSTRY OVERVIEW

➤ FMCG in Vietnam: Signs of Recovery

From the first quarter of 2025, Vietnam's Fast-Moving Consumer Goods (FMCG) market has shown encouraging signs of recovery. Ms. Nguyễn Cao Ngọc Dung, Retail Research Director at NielsenIQ, stated: "The demand for essential categories such as food and beverages is rebounding, providing momentum for the overall FMCG sector. Notably, consumer shopping behavior is undergoing a significant shift."

63%

CONSUMERS

indicated that they now prefer to do all their shopping in a single trip to the **supermarket**, aiming to save time and optimize spending (surveyed by NielsenIQ)



This reflects a shift in consumer behavior, with shoppers increasingly prioritizing convenience and modern shopping experiences.

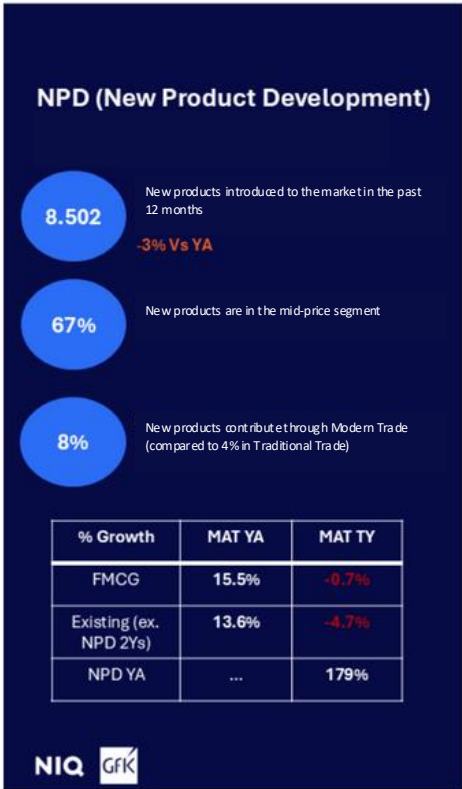
01. FMCG INDUSTRY OVERVIEW

➤ FMCG in Vietnam: Competitive Strategies for the 2025 Market

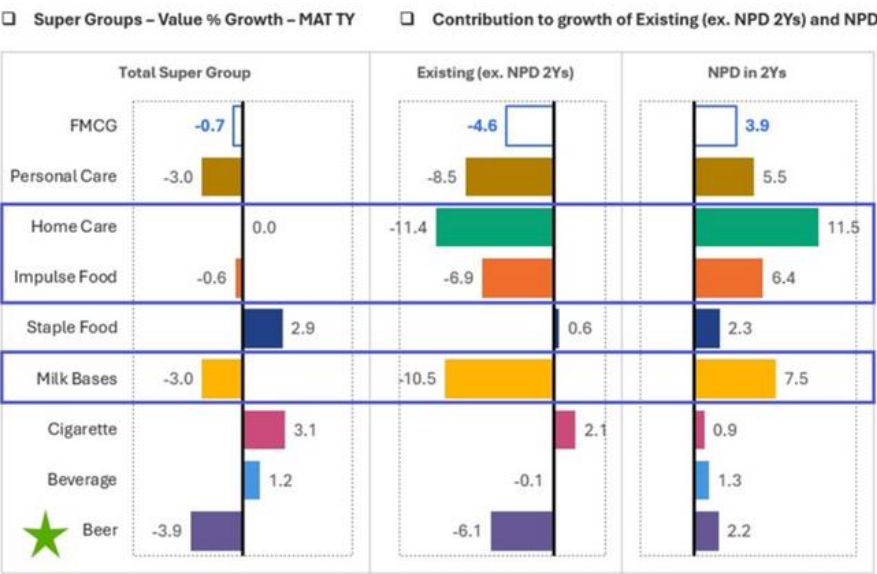
Amid intense market competition, many brands in Vietnam’s FMCG sector are actively asserting themselves through diverse strategies. One of the most prominent approaches is **New Product Development (NPD)**, tapping into modern consumer trends such as vegan options, preservative-free goods, and convenient products tailored to busy lifestyles.

According to data from NIQ, a prime example of this trend is the strong growth of children’s milk products featuring attractive packaging and design—demonstrating that innovation in product development and customer engagement is key to maintaining market share in a rapidly evolving landscape.

FMCG businesses are also moving toward **omnichannel integration**, combining online platforms with traditional retail stores to optimize the customer experience. This strategy not only enhances brand visibility but also helps drive revenue across multiple sales channels.



NPD plays an important role in supporting the growth of existing products in the market



01. FMCG INDUSTRY OVERVIEW

➤ Vietnam's FMCG Sector in 2025: Navigating Opportunities and Challenges



In 2025, Vietnam's FMCG industry will face a dynamic landscape filled with both opportunities and challenges. Businesses must not only meet current consumer demands but also take the lead in shaping emerging trends.



With a vast and growing market potential, coupled with the continuous evolution of consumer behavior, the FMCG sector is entering a promising phase of transformation. Brands are expected to stay agile, boldly experiment, and innovate in order to stand out and win consumer trust.



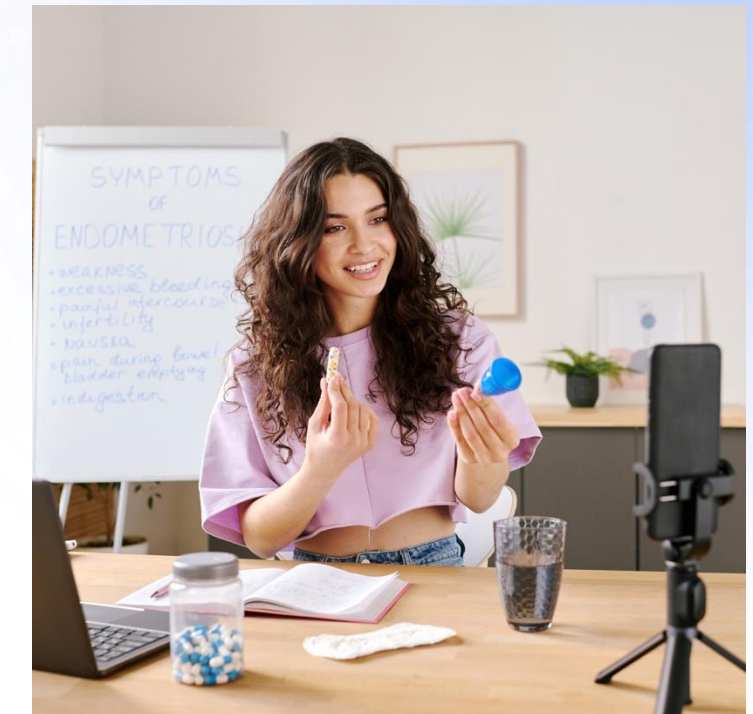
Sustaining growth in this competitive environment requires thorough preparation and in-depth analysis of various aspects of the industry. Ultimately, success will favor those who can anticipate trends and continuously embrace innovation.

02. INFLUENCER MARKETING OVERVIEW

➤ What is Influencer Marketing?

According to Influencer Marketing Hub, Influencer marketing is a strategy that leverages the power of influential individuals to help promote your brand. Simply put, it's about collaborating with people who have a strong online presence and the ability to shape opinions within their niche. These influencers have cultivated a loyal and engaged following, and by partnering with them, businesses can tap into that influence to expand their reach and drive authentic engagement.

The goal of influencer marketing is to identify the key voices in your industry—those whose opinions, expertise, and content resonate with your target audience. Once you've pinpointed these influencers, you can approach them to form a partnership that boosts your brand's visibility and credibility.



➤ Why Influencer Marketing works?

Authenticity and Trust

Influencer marketing works because audiences view influencers as trustworthy figures who offer real opinions and experiences.

Niche Engagement

Influencers often specialize in specific niches, allowing brands to target highly relevant audiences. This focus ensures marketing efforts resonate with the right demographics, driving better results.

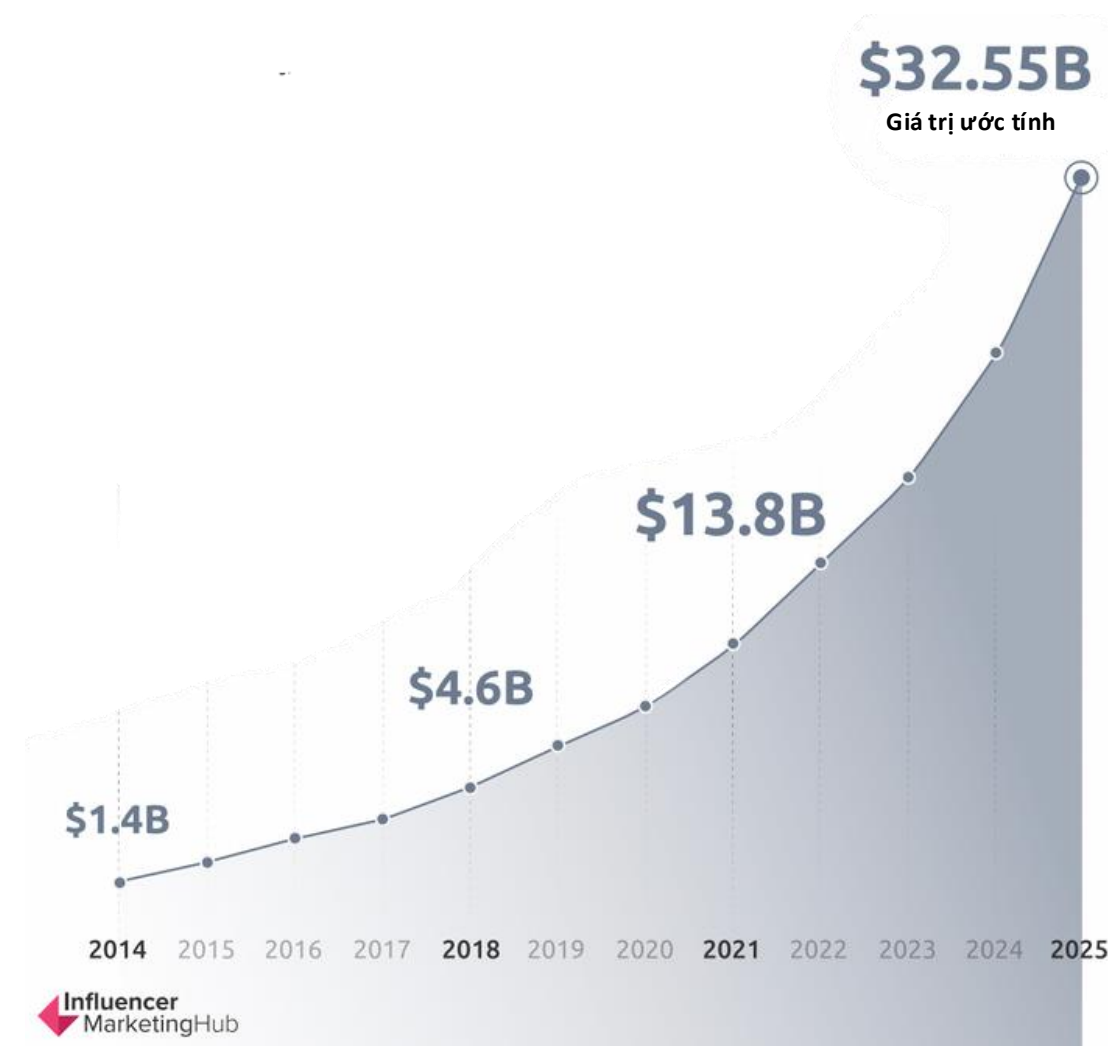
Content Creation as a Value Add

Influencers are not just marketers; they are skilled content creators who know how to produce platform-appropriate and engaging material. For brands, this translates into access to high-quality content that feels native to social media, making it more likely to grab attention.

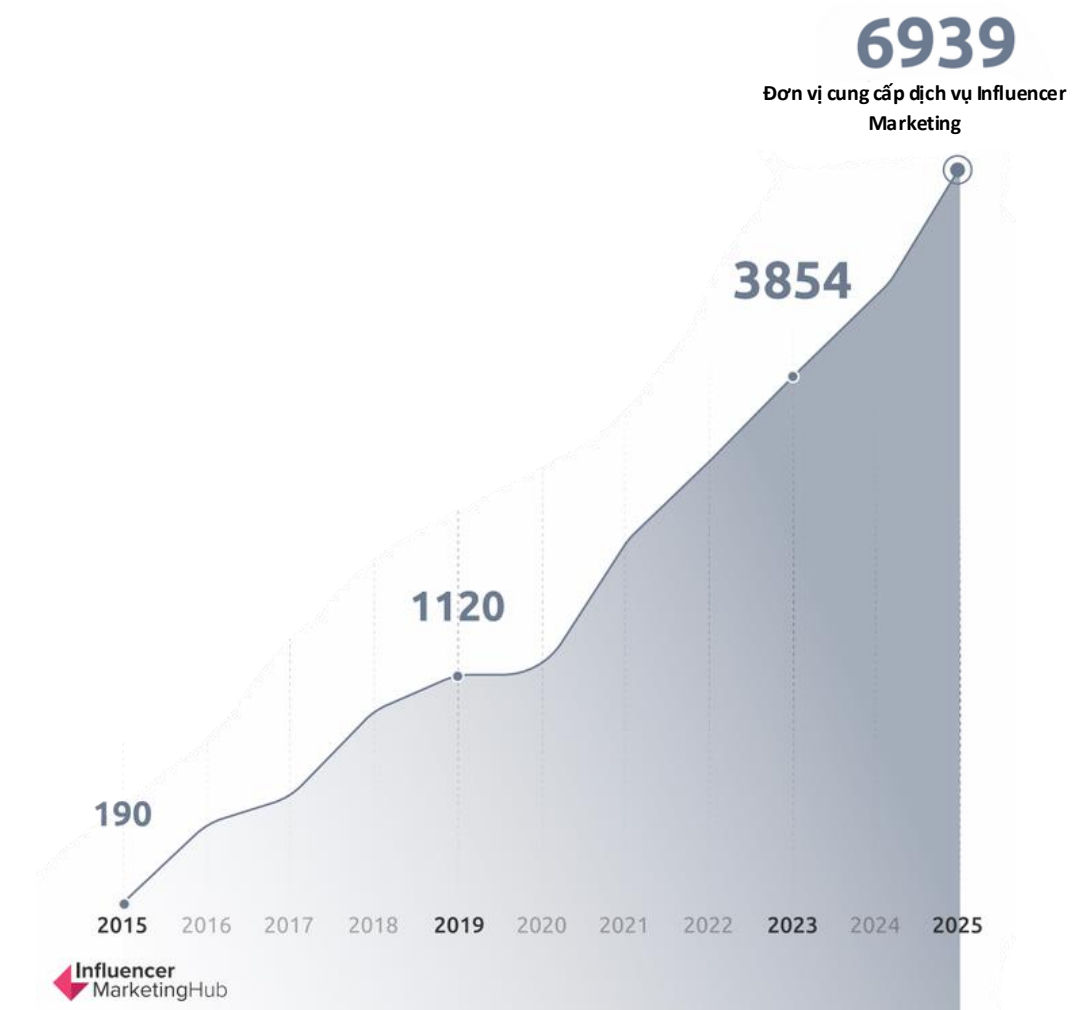
02. INFLUENCER MARKETING OVERVIEW

➤ 2025 Key Findings

- **Unstoppable Growth:** Influencer Marketing is experiencing a rapid surge, with the global market projected to **reach USD 32.55 billion by 2025**, reflecting an impressive compound annual growth rate (CAGR) of **35.63%**.



- **Explosive Industry Expansion:** The Influencer Marketing ecosystem continues to grow at a remarkable pace, **with 6,939 platforms and service providers** specializing in influencer marketing recorded in 2025 — a massive increase compared to just 1,120 providers in 2019.

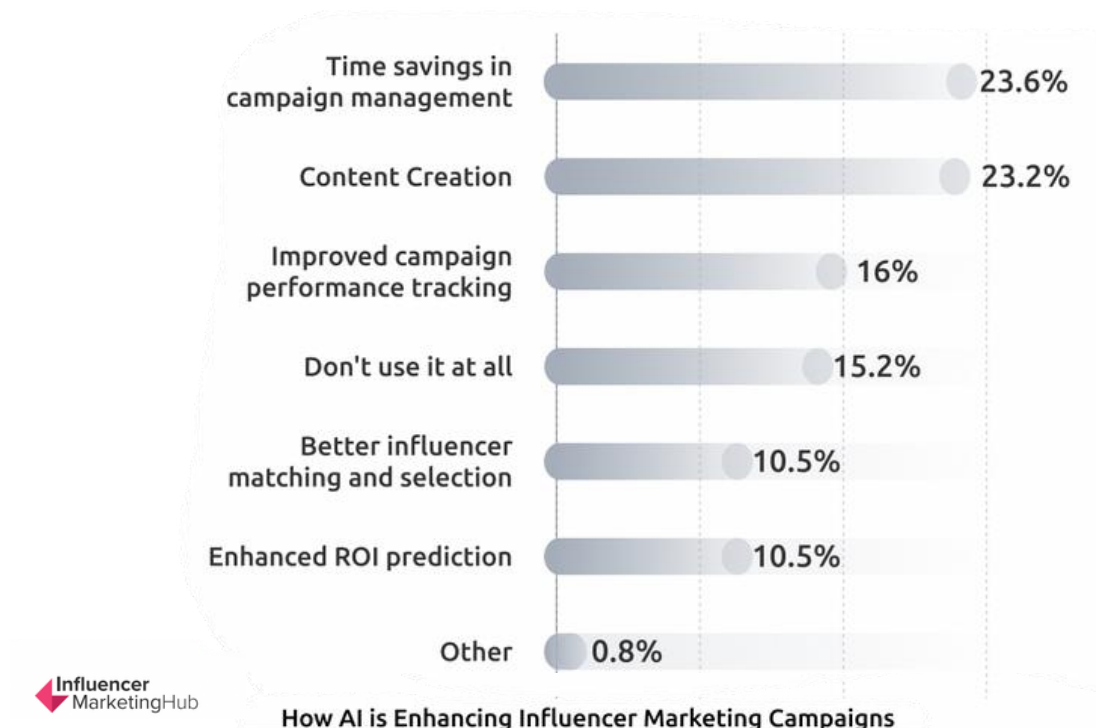


02. INFLUENCER MARKETING OVERVIEW

- **Social Media Became The World's Largest Advertising Channel:**

- In 2024, social media became the world's largest advertising channel, surpassing paid search, with a staggering **\$247.3 billion in global ad spend**.
- This is expected to grow to **\$266.92 billion in 2025**, driven by increasing investments in influencer collaborations, short-form videos, and live shopping experiences.

- **AI as The Catalyst of Influencer Marketing's Evolution:** The power of artificial intelligence in influencer marketing cannot be overstated.
- In 2025, AI is naturally positioned to redefine the industry, addressing long-standing barriers and unlocking unprecedented efficiencies across all core influencer activities, from identification to campaign optimization.
- AI's most significant contributions lie in its ability to streamline operations and deliver value in tangible ways. This year's survey results reinforce its key benefits:



03. INFLUENCER MARKETING IN FMCG INDUSTRY

➤ Benefits for FMCG Companies When Partnering with Influencers

Brands often forget that consumers don't always make purchasing decisions rationally, based on thorough research or detailed information. This is especially true in the case of Fast-Moving Consumer Goods (FMCG). Because these products are relatively low in value, shoppers typically don't spend much time evaluating the "best" option. Instead, their choices are often driven by impulse—regardless of whether the product is objectively superior.

Social media and influencers can strongly influence consumer emotions. This is precisely the goal of influencer marketing: to spark interest and desire in the audience to try a product. Given that FMCG items are usually inexpensive, consumers often perceive following an influencer's recommendation as low-risk. Even if the product doesn't meet expectations, the perceived loss is minimal.



03. INFLUENCER MARKETING IN FMCG INDUSTRY

➤ Benefits for FMCG Companies When Partnering with Influencers

- Promoting Online Sales



Over the past decade, online shopping has seen steady growth. However, following the outbreak of the COVID-19 pandemic, online sales surged dramatically as consumers became hesitant—or were even restricted—from going out during lockdown periods. Many opted to stay home to reduce the risk of infection, making digital platforms a popular alternative to in-store shopping.

In 2014, global e-commerce retail sales totaled USD 1.336 trillion. By 2018, this figure had more than doubled to USD 2.982 trillion. By 2022, it nearly doubled again, reaching approximately USD 5.542 trillion.

Clearly, FMCG brands have recognized this shift and understand that, in order to maintain market share, they must adapt to new shopping behaviors. **Influencers serve as a vital bridge, helping consumers become more familiar with and transition toward this trend.**

Through relatable, engaging, and accessible content, influencers can effectively highlight the benefits of purchasing FMCG products online—making the experience feel easy, appealing, and trustworthy.

03. INFLUENCER MARKETING IN FMCG INDUSTRY

➤ Benefits for FMCG Companies When Partnering with Influencers

- **Building Trust For Your Brand**

As long as an influencer marketing campaign feels natural, on-brand, and free from controversy, it can be a powerful tool for building trust. When consumers see influencers they admire using or endorsing a product, that trust often extends to the brand itself. This applies not only to FMCG products but also to other goods and services.

In the past, consumers typically purchased FMCG items at supermarkets, convenience stores, or nearby retail outlets. Today, however, shopping behavior has shifted significantly, with more people turning to online platforms. This allows brands to expand their reach—even into areas that were previously inaccessible. Still, concerns over fraud, disappointing product quality, or unfamiliar brands can cause hesitation, especially when shoppers are trying something new.

At this stage, **influencers act as a bridge of trust**, helping to ease those concerns by validating the product's quality and the brand's reliability. For this to work effectively, the influencer must genuinely understand the product they're promoting. Fortunately, this is relatively easy in the FMCG sector, as brands can simply provide product samples for influencers to try before sharing their reviews.

For example, an influencer tasting and confirming that a beverage is "delicious" is much more believable than guaranteeing the success of a large future event—such as the infamous Fyre Festival, which damaged public trust in influencer marketing. Authenticity remains key.

03. INFLUENCER MARKETING IN FMCG INDUSTRY

➤ Benefits for FMCG Companies When Partnering with Influencers

- Establishing An Emotional Feeling For Your Brand



Once an influencer has helped build trust and motivated a portion of their audience to try a product, the next step is to form a deeper emotional connection between the consumer and the brand. Ideally, the influencer sparks initial interest, and over time, consumers continue purchasing the product out of habit—naturally associating the brand name with familiarity and comfort.

Eventually, your product may even become closely associated with the image of their favorite influencer, evoking a sense of connection, warmth, and positive memories linked to that individual. In this way, **the brand transforms from just a product into a part of the consumer's personal emotional experience.**

If an influencer agrees to collaborate with your brand, it can significantly shape how their audience perceives you—especially when the influencer is known for having a strong personality and clear values. For example, if an influencer is known for promoting a sustainable lifestyle, their followers are likely to view your brand more positively in terms of environmental responsibility.

However, authenticity is key. The brand must genuinely embody the values it promotes. Attempting to “greenwash” (i.e., creating a false impression of environmental friendliness) can easily backfire. Influencers with strong values are often highly perceptive and will quickly recognize inauthenticity. But if the partnership is genuine and aligned, **your brand can resonate deeply with environmentally conscious consumers—making them more likely to choose your product over competitors.**

03. INFLUENCER MARKETING IN FMCG INDUSTRY

➤ Benefits for FMCG Companies When Partnering with Influencers

- **Influencer Adding Brand Value**

Influencers have the ability to elevate public perception of Fast-Moving Consumer Goods (FMCG) products. As a consumer, you may feel you already understand a familiar product you use daily. However, influencers can create meaningful content that clears up common misconceptions and offers tips on how to use the product more effectively.

Moreover, collaborating with influencers helps brands differentiate even seemingly similar products in a crowded market. As a result, consumers don't just see a product—they experience the style, emotion, or story behind it.

- **Targeting A Specific Niche**

While many FMCG products are aimed at mass markets, **influencer marketing offers brands an effective way to reach smaller, more specialized segments**. The key is to identify the right influencers who hold credibility within a specific community. These are often micro- or nano-influencers—individuals with modest follower counts but highly engaged and relevant audiences.

For example, a bakery may sell millions of loaves daily, but if it wants to introduce a new gluten-free product line, collaborating with an influencer who is active in the gluten-intolerant or diet-conscious community would ensure the message reaches the right audience. This approach avoids broad, generic outreach and focuses instead on precision targeting.

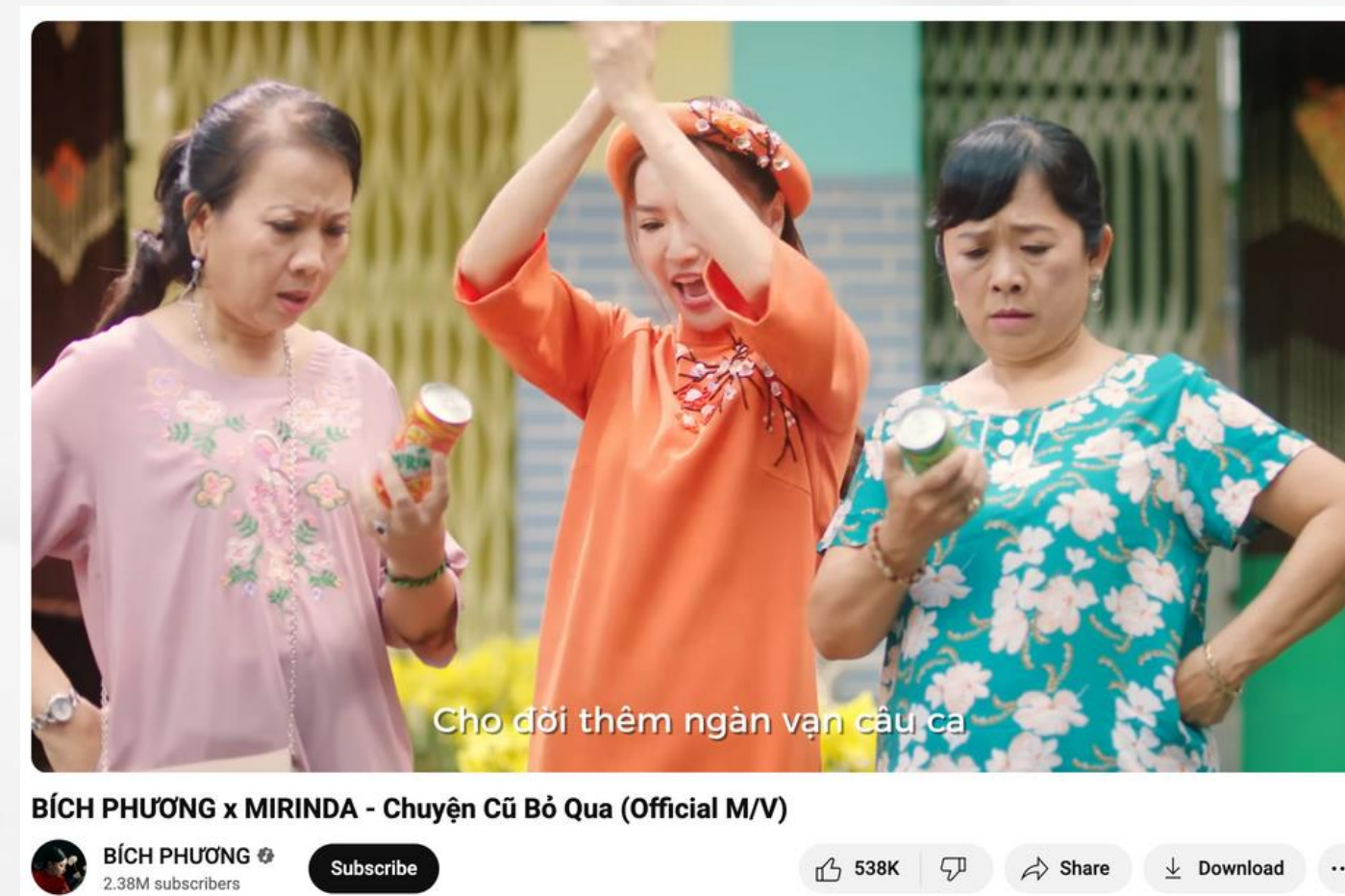
Such campaigns are often far more cost-effective than wide-scale TV advertising, yet they deliver higher engagement and conversion rates thanks to personalization and relevance to the target consumer segment.

04. CASE STUDY

➤ “Chuyện cũ bỏ qua” (2018) – Mirinda

Mirinda, known for its youthful and playful brand image, capitalized on the Lunar New Year (Tết) season to launch the meaningful marketing campaign “Chuyện cũ bỏ qua” (“Let the Past Go”), delivering the uplifting message: “Let go of the old, celebrate Tết to the fullest.” The campaign aimed to evoke optimism and positivity, encouraging people to leave behind past grievances and welcome the new year with joy and harmony.

To kick off the campaign, Mirinda collaborated with singer Bich Phuong to release the music video “Chuyện cũ bỏ qua.” With a catchy melody and humorous lyrics, the song reflects relatable everyday conflicts—from neighborhood disputes to generational gaps and family tensions. In the MV, Bích Phương transforms into “Cô Ba hòa giải” (“Ms. Reconciler”) – a cheerful figure who carries “Mirinda, the drink of reconciliation,” helping people soothe their emotions and let go of grudges, so they can celebrate Tết together in peace and happiness.



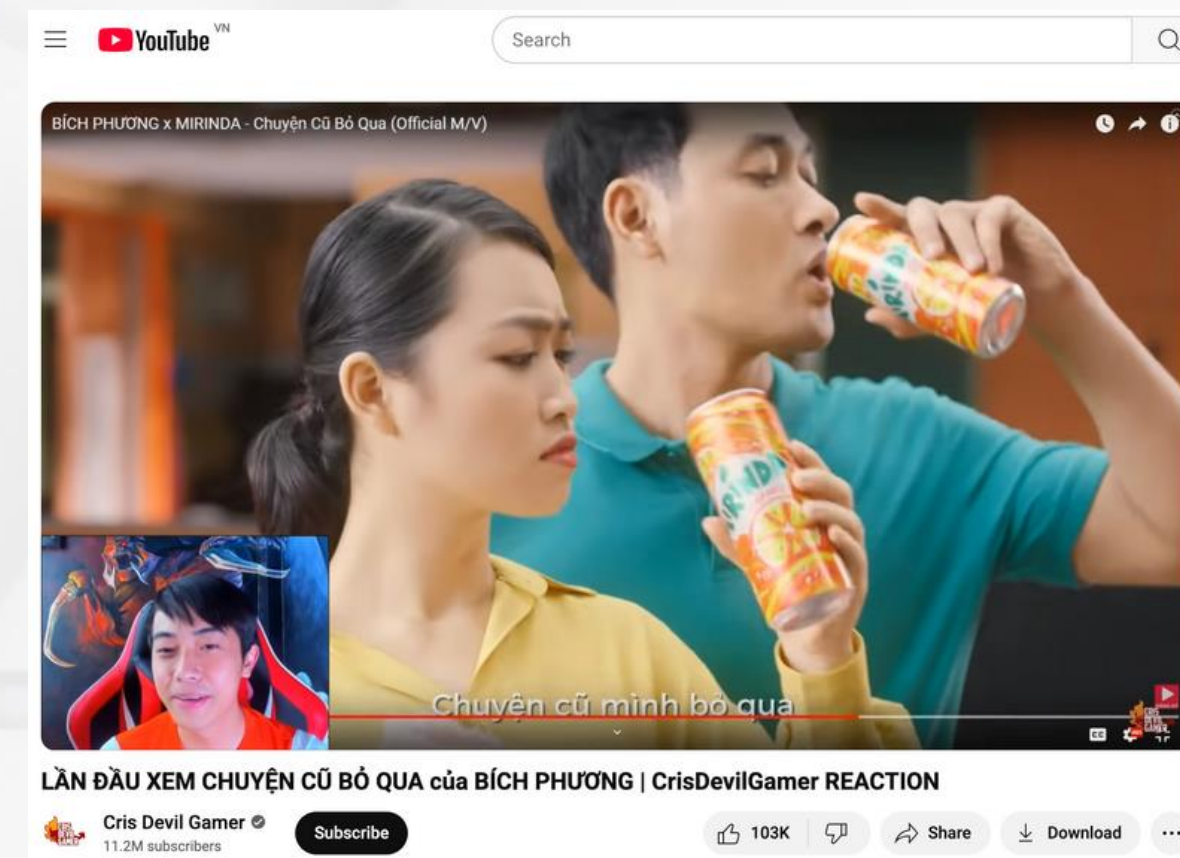
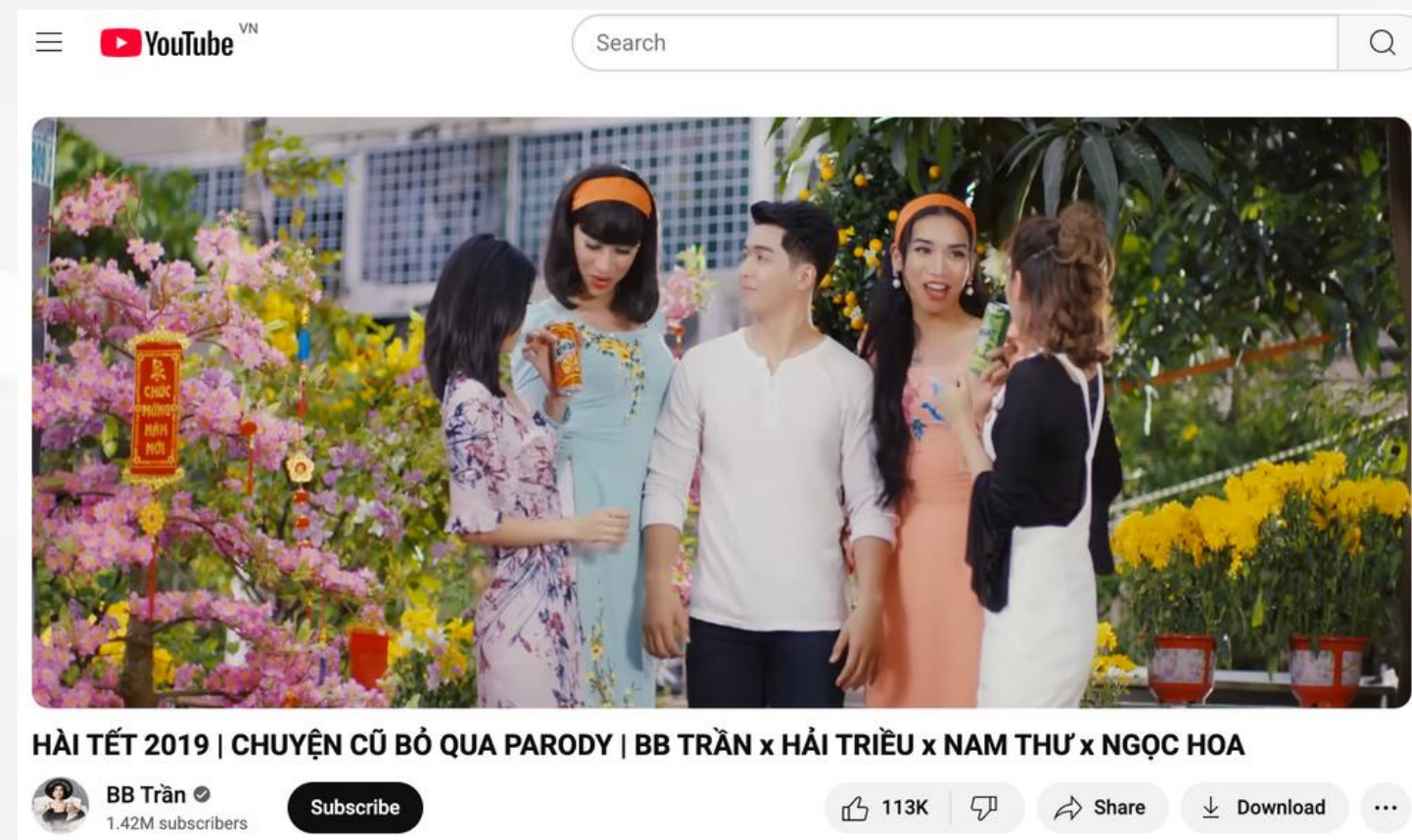
04. CASE STUDY

➤ “Chuyện cũ bỏ qua” (2018) – Mirinda

In addition to Bích Phương, Mirinda partnered with a wide range of influencers across three key groups:

- Celebrities: Khởi My, BB Trần, Hải Triều, etc.
- Professionals: Cris Devil Gamer, Bùi Tiến Dũng, Pew Pew, Misthy, etc.
- Everyday Citizens: Such as Thanh Trần

Through this diverse and well-strategized influencer mix, the campaign successfully resonated with a broad audience, spreading a cheerful and unifying Tết spirit.



04. CASE STUDY

➤ “Chuyện cũ bỏ qua” (2018) – Mirinda

According to Brands Vietnam, Mirinda’s “Chuyện cũ bỏ qua” campaign made a significant mark with impressive achievements in both brand communication and sales performance—making it one of the most iconic Tết marketing case studies of 2019.

Outstanding achievements:



Mirinda emerged as the leading soft drink brand under Suntory PepsiCo and ranked among the strongest FMCG brands during Lunar New Year 2019, driven by the remarkable growth achieved through this campaign.



04. CASE STUDY



► “Comfort x Pam Yêu Oi” (2024) - Comfort

Comfort skillfully partnered with one of Vietnam’s most beloved influencer families—baby Pamela Hải Đường, her mother Salim, and father Long—to launch the emotionally driven Tết 2024 campaign “Comfort x Pam Yêu Oi.” Inspired by baby Pam’s sweetness and innocence, the campaign highlights Comfort’s gentle formula, ideal for the sensitive skin of young children.

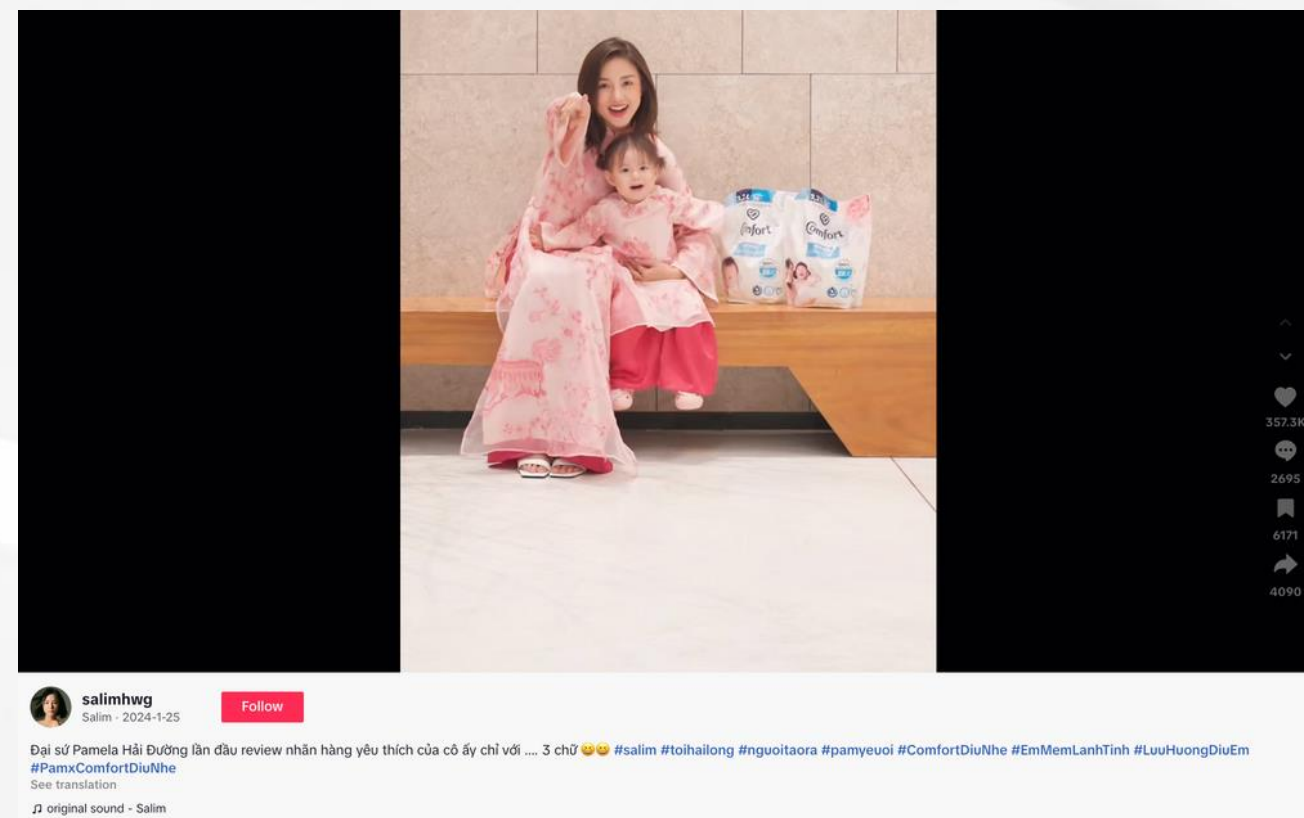
The campaign message was subtly delivered through a Tết music video, with the adorable voice of baby Pam featuring key phrases such as “Comfort,” “soft,” and “fragrant.” This was supported by naturally styled TikTok videos featuring baby Pam, which resonated with audiences. In addition, the campaign launched a TikTok minigame challenge using the Gấu Comfort filter, helping to expand its reach and appeal to younger, digital-native consumers.

This serves as a prime example of successful influencer marketing—where the brand selected the right ambassador, conveyed the right message, and activated it at the perfect moment, when the “Pam Yêu Oi” family was enjoying widespread popularity and emotional connection with the public.

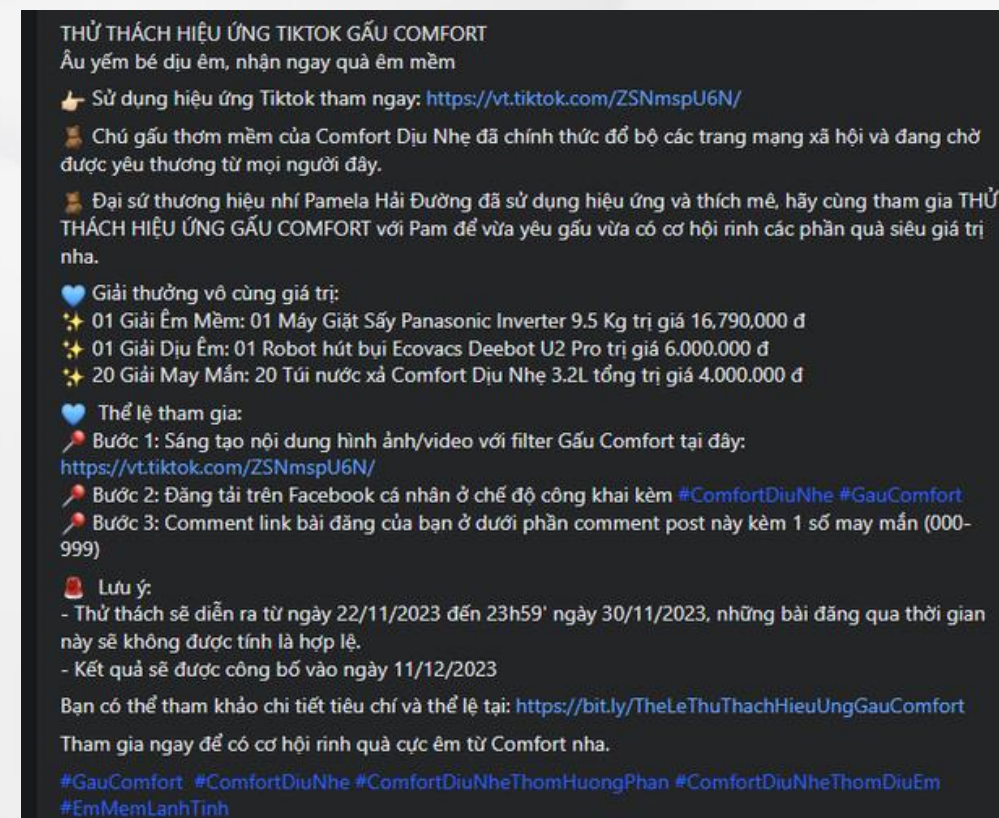
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Video posted on Salim's Tiktok
[Source:](#) Tiktok



Minigame Tiktok Gau Comfort Challenge on Comfort's fanpage
[Source:](#) Facebook



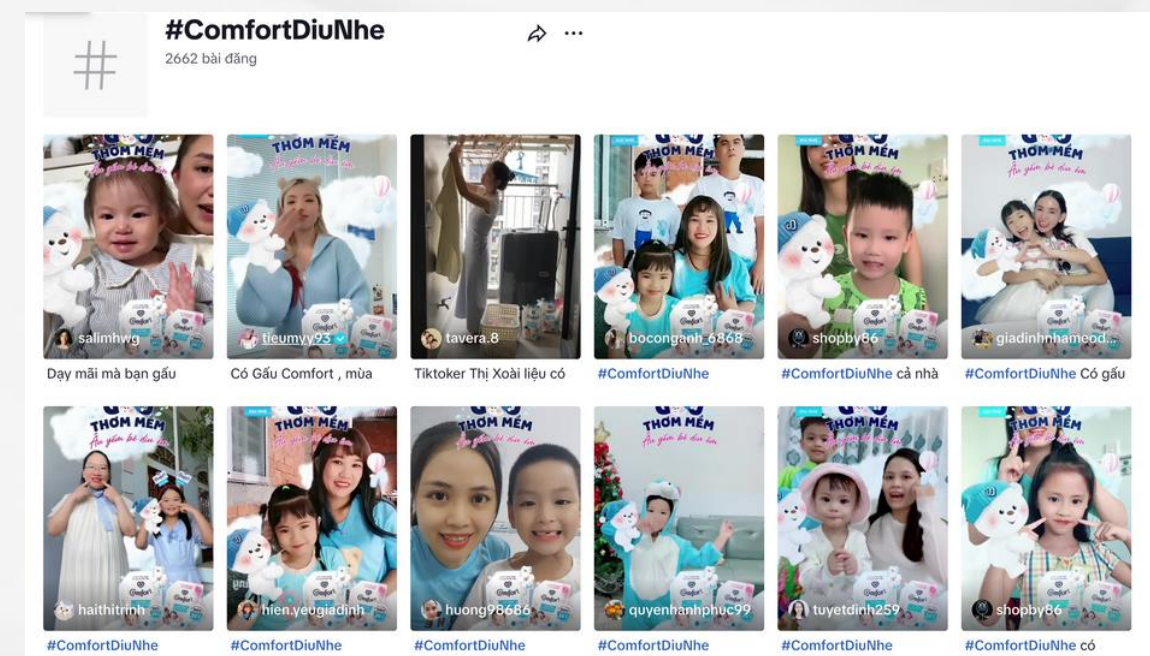
04. CASE STUDY

► “Comfort x Pam Yêu Ơi” (2024) - Comfort

The “**Comfort x Pam Yêu Ơi**” campaign made a strong impression on social media thanks to its authentic and emotional collaboration with a well-known influencer family.

Key results include:

- The TikTok filter introduction video posted on KOL Salim’s account garnered **over 25 million views, 114,000 likes, 691 comments, and 1,365 shares.**
- The product review video achieved **over 27.4 million views, 357,000 likes, 2,698 comments, and 4,088 shares.**
- The “Gấu Comfort Dịu Nhẹ” TikTok filter went viral, with **2,662 users participating in the challenge.**



The campaign’s success was also driven by Comfort’s genuine empathy and understanding of Gen Z mothers—who seek not only high-quality products but also emotional support and connection. By adopting a natural, relatable influencer marketing approach, Comfort fostered an emotional bond with consumers. Its gentle fragrance reassured mothers and became a part of their loving family moments, reinforcing Comfort’s image as a brand that truly connects with and understands its audience.

04. CASE STUDY

➤ “Anh Trai Good Night” (2025) - Kotex



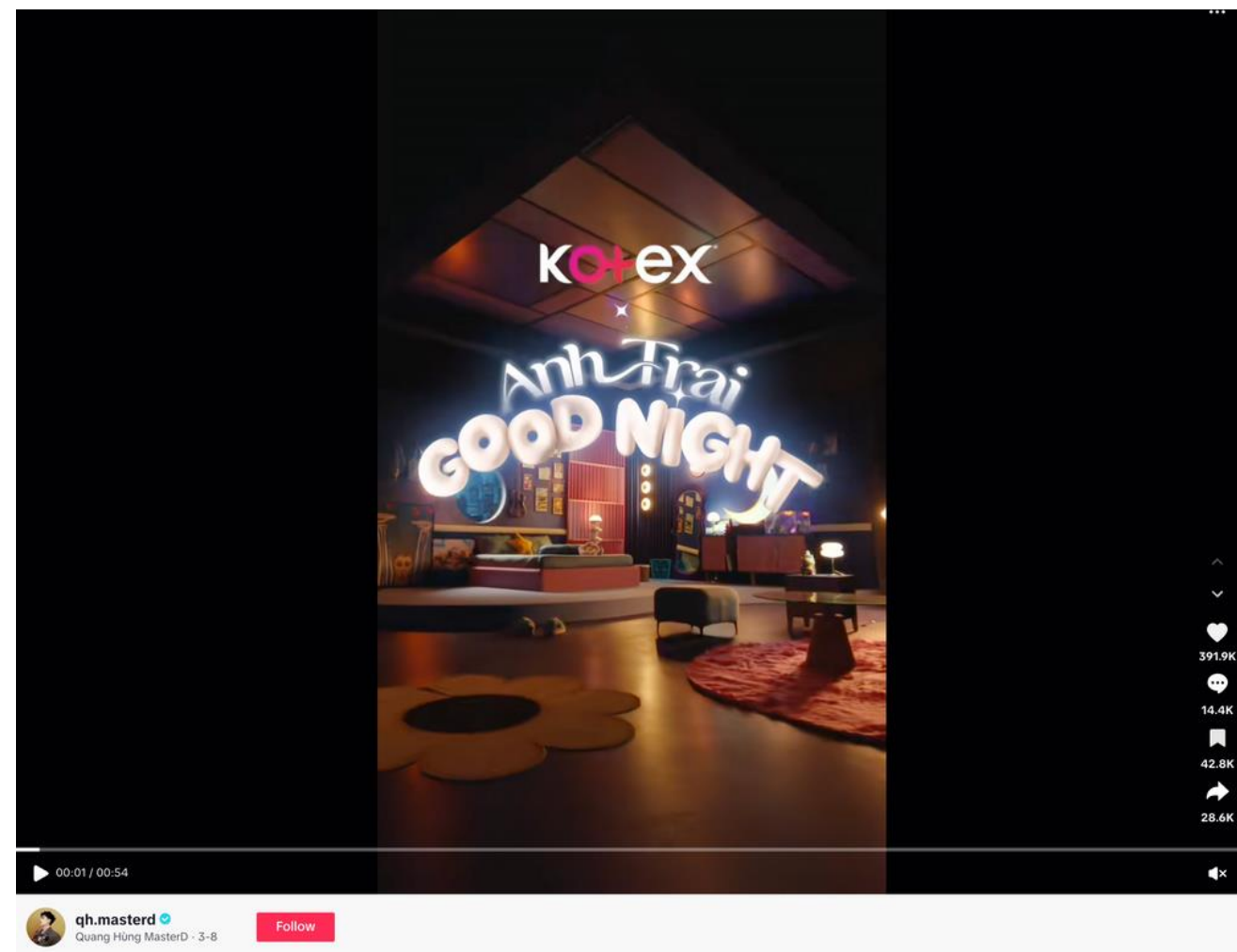
In 2024, the rise of local idol culture—especially among Gen Z—has been remarkable. Fandoms are no longer just admirers; they are active supporters who walk alongside their idols and help elevate their image. This marks a pivotal moment for Kotex to challenge longstanding taboos: making it normal for male artists to promote menstrual products.

Following a series of bold campaigns featuring edgy young artists like MONO and TLinh, Kotex continues to champion its “No Limits” spirit with a daring move—collaborating with male idols Quang Hùng MasterD and Dương Domic. The beloved duo from the show Anh Trai Say Hi now lead Kotex’s “Anh Trai Goodnight” campaign, launched in celebration of International Women’s Day, March 8, 2025.

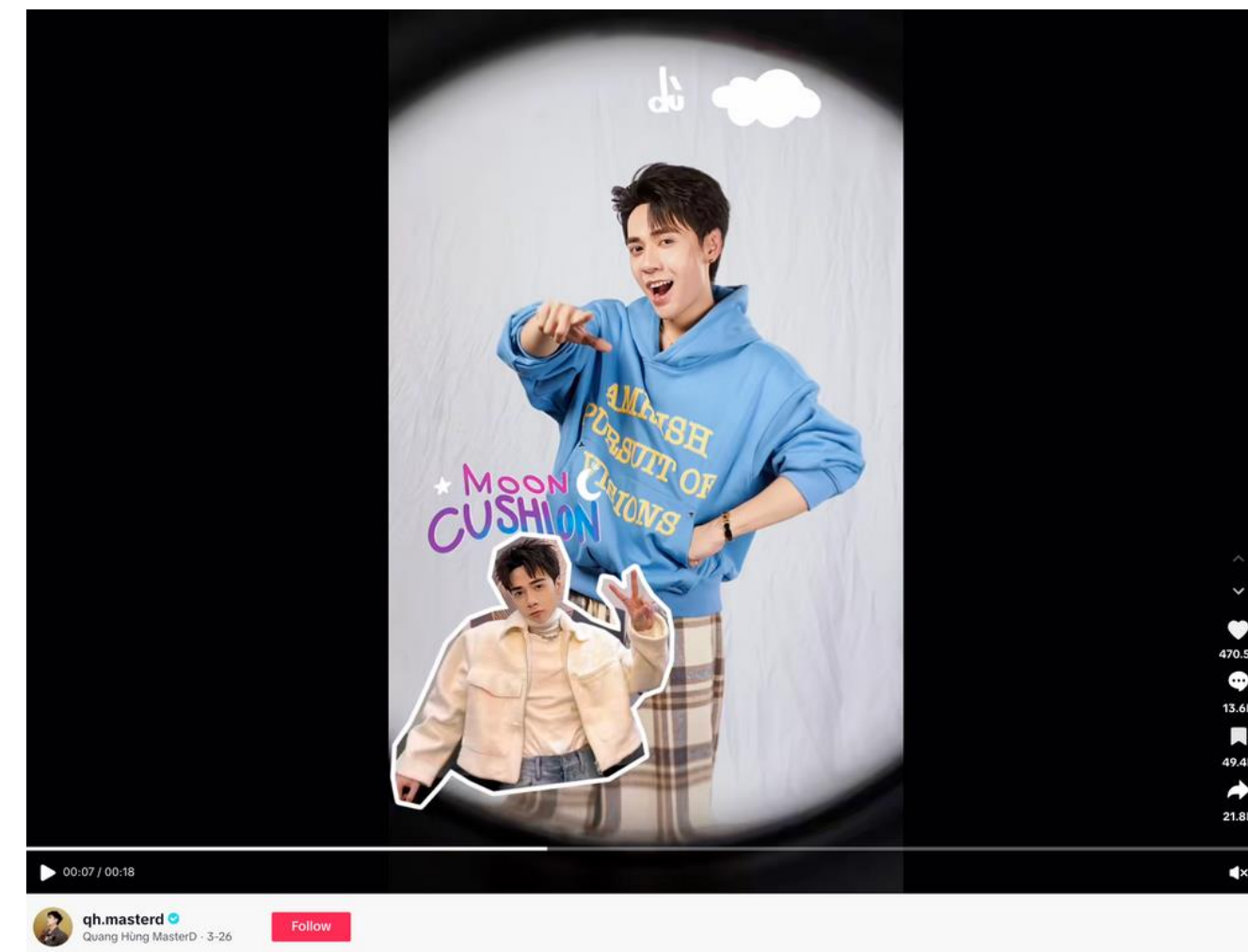
04. CASE STUDY

➤ “Anh Trai Good Night” (2025) - Kotex

Kotex adopted a bold and refreshing approach by inviting two beloved “national brothers” — **Quang Hùng MasterD** and **Dương Domic**, who rose to fame through the show Anh Trai Say Hi—to send sweet goodnight messages to young women through the music video Anh Trai Goodnight and a series of warm fan-service clips on their personal TikTok accounts. This creative strategy helped turn the once-taboo topic of “that time of the month” into something lighthearted, approachable, and easy to share.



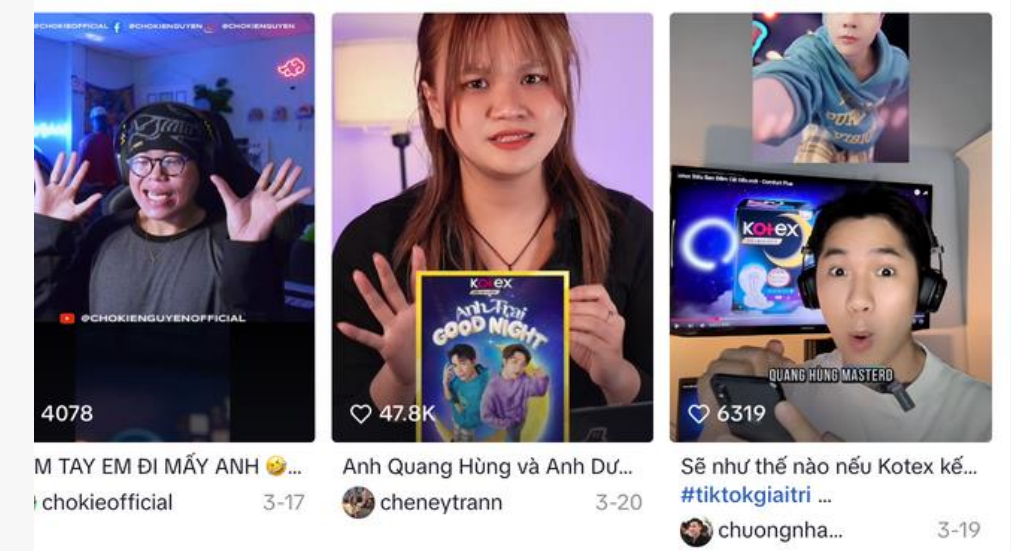
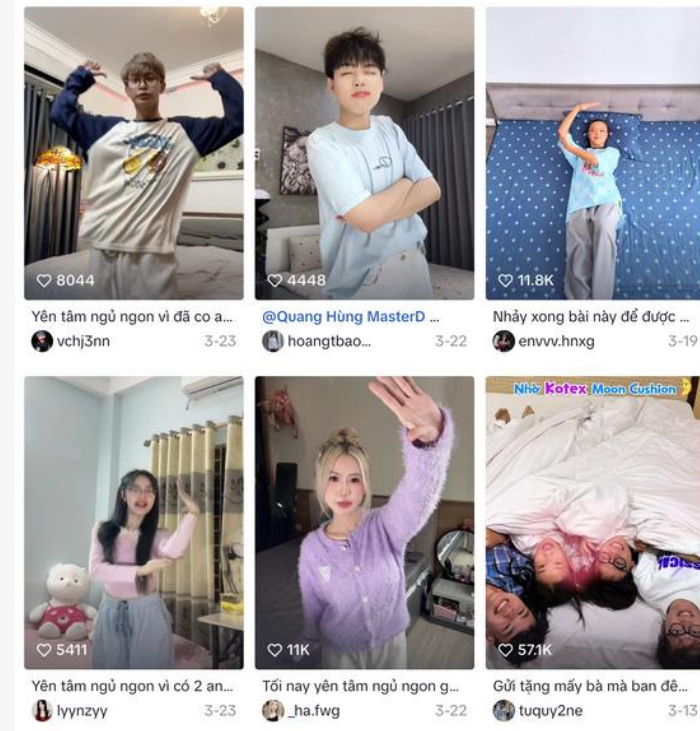
MV “Anh Trai Good Night”
Source: Tiktok



Template Capcut
Source: Tiktok

04. CASE STUDY

➤ “Anh Trai Good Night” (2025) - Kotex



➤ CapCut Templates

fangirl-style POV duets, allowing users to role-play as the "crush" during those sensitive days, evoking feelings of care and affection. Popular fangirls like Thúy Kiều and Mèo Trái Đất took part.

➤ Dance Challenge

featuring moves that highlighted the product's key benefit—freedom of movement without leakage concerns.

➤ Reaction Videos

from music-focused TikTok creators added an additional layer of engagement.

04. CASE STUDY

➤ “Anh Trai Good Night” (2025) - Kotex

A key highlight of the campaign was the “**Đêm Vô Lo**” livestream event on White Valentine’s Day (March 14), featuring a special appearance by Dương Domic. This marked the first time a male artist ever appeared in a livestream to promote sanitary pads—a bold move that completely challenged traditional norms of the category.

The campaign successfully achieved several objectives:

- Increased awareness and recall of the “Kotex Siêu Ban Đêm” – Moon Cushion product.
- Built emotional resonance with Gen Z women through relatable, personalized content.
- Reinforced Kotex’s pioneering image in normalizing menstruation and breaking gender stereotypes.
- Expanded the conversation around a sensitive topic by making it more open, shareable, and inclusive across genders.



Source: Facebook



Source: Tiktok

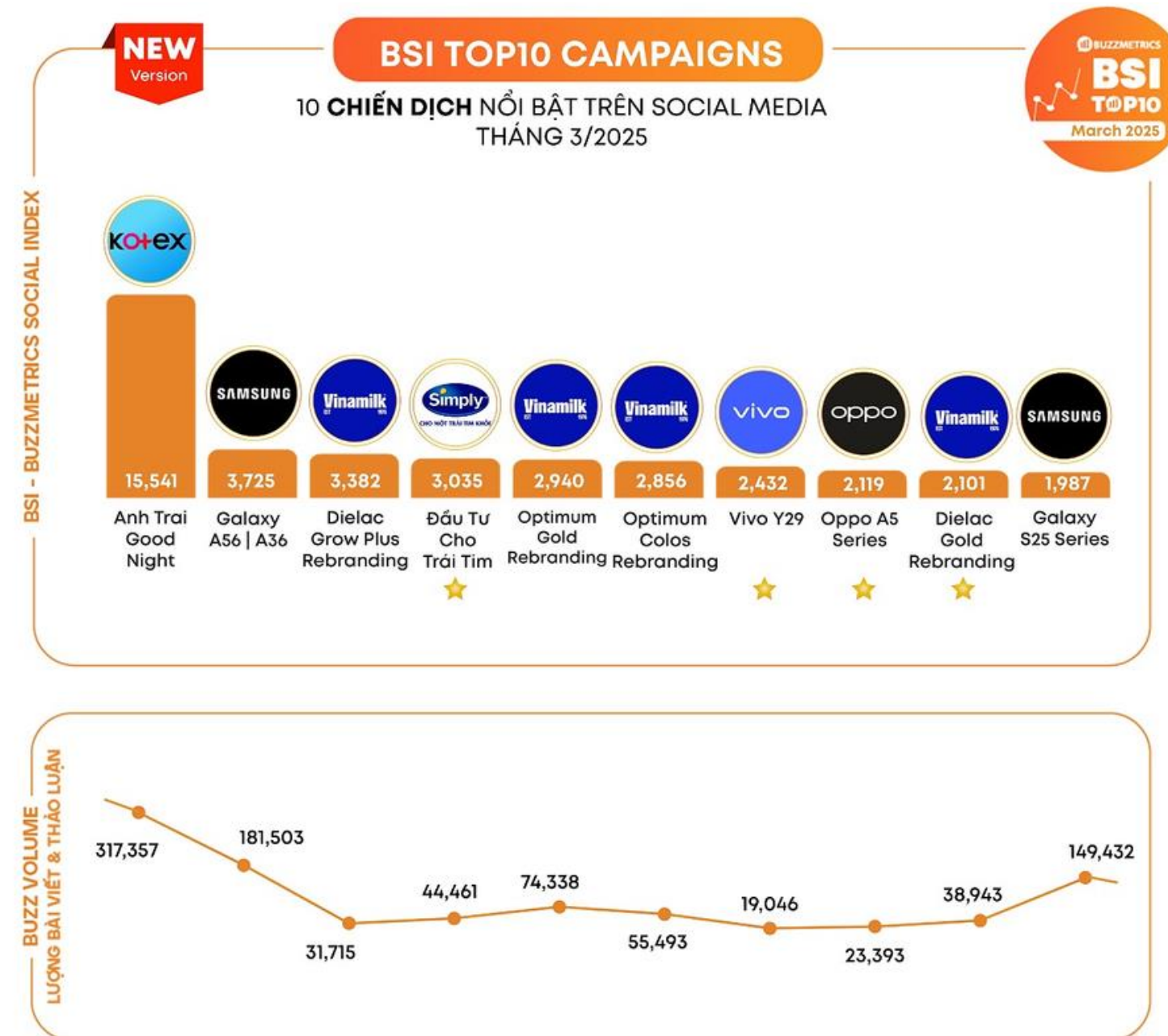
04. CASE STUDY

➤ “Anh Trai Good Night” (2025) - Kotex



Campaign Performance Highlights:

- The “Anh Trai Goodnight” music video, published on the TikTok channels of the two male artists, garnered 14 million views, 578,000 likes, nearly 18,000 comments, and 44,000 shares in total.
- The campaign topped the BSI Top 10 Outstanding Campaigns of March 2025, with a Social Index score of 15,541—over 11,000 points ahead of the second-ranked campaign.
- With 317,357 total mentions, “Anh Trai Goodnight” achieved a buzz volume nearly 8 times higher than the average of other campaigns in the Top 10, highlighting its exceptional reach and audience engagement.



Source: Buzzmetrics

II. KOL/KOC & COMMUNITY IN THE FMCG INDUSTRY

KOL/KOC & Community
Overview in FMCG Industry

Proposed strategies

Trends in Influencer
Marketing for FMCG

KOL/KOC & Community
recommendations



01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

► Rationale for Diversifying KOLs/KOCs and Communities in FMCG

The Fast-Moving Consumer Goods (FMCG) sector is characterized by widely used products, short product life cycles, high consumption speed, and intense competition at both points of sale and media touchpoints. Therefore, building an effective influencer marketing strategy requires brands to leverage multiple layers of influence – from KOLs/KOCs to online communities – in order to comprehensively cover the consumer's decision-making journey.

Notably, in the FMCG sector, promotional activities are not limited to a specific profession or content niche. Due to the nature of the products being closely tied to everyday habits and easily integrated into personal lifestyles, almost any influential individual – from experts, celebrities, and reviewers to regular users – can become a relevant media touchpoint. This makes the classification system of KOLs/KOCs and online communities in FMCG more diverse and flexible compared to other sectors such as technology, finance, or real estate. The absence of rigid content segmentation enables FMCG brands to significantly expand their influencer collaboration networks, enhancing creativity and the effectiveness of multi-platform communication campaigns.



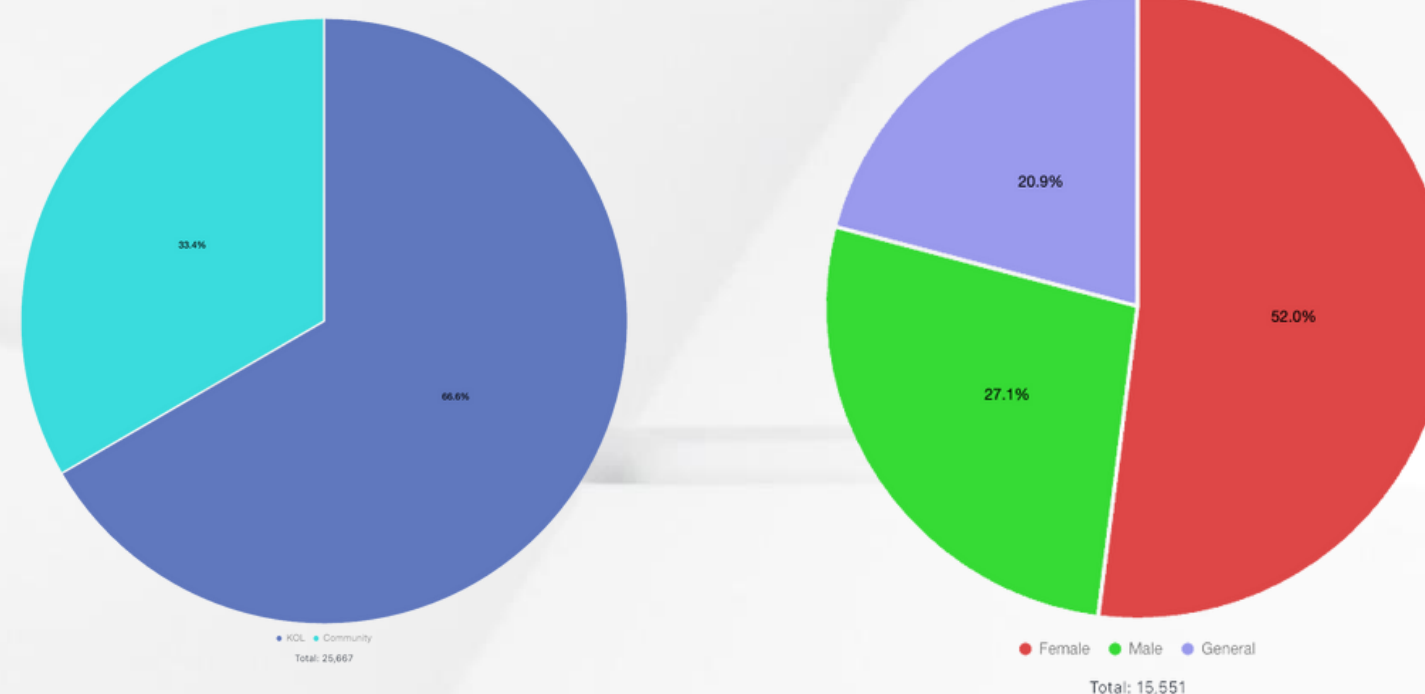
01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

➤ Cross-Sector KOLs/KOCs – Diversifying Influence Based on Consumer Needs and Behavior

As of the current reporting period in July 2025, BrandC's system is closely monitoring **over 25,600 influencer channels nationwide**, providing a comprehensive view of the impact and reach of Influencer Marketing in Vietnam.

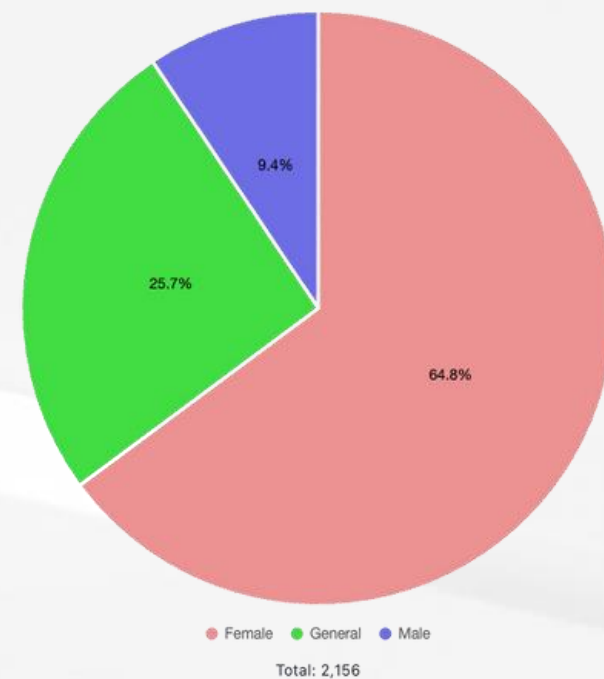
To meet the fragmented nature of the FMCG market, proposing KOLs/KOCs and communities from various fields is not only appropriate but also strategic. Each group plays a specific role in driving awareness, shaping experiences, and influencing consumer behavior.

With **over 15,500 KOL and community channels actively engaging in groups directly related to FMCG**, BrandC's data system offers an in-depth perspective on the coverage and practical application of Influencer Marketing in the fast-moving consumer goods sector. These groups not only accurately reflect day-to-day consumer behavior but also exert a strong influence on impulsive purchase decisions, inspire product usage, and foster emotional connections with brands.

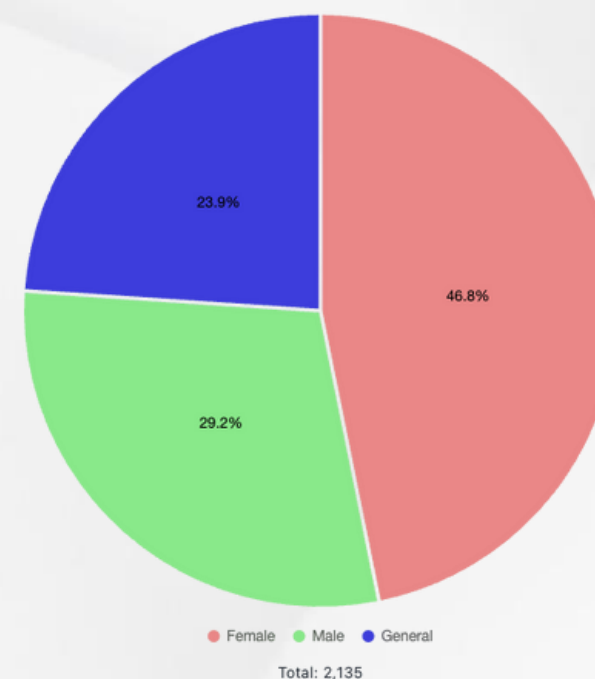


01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

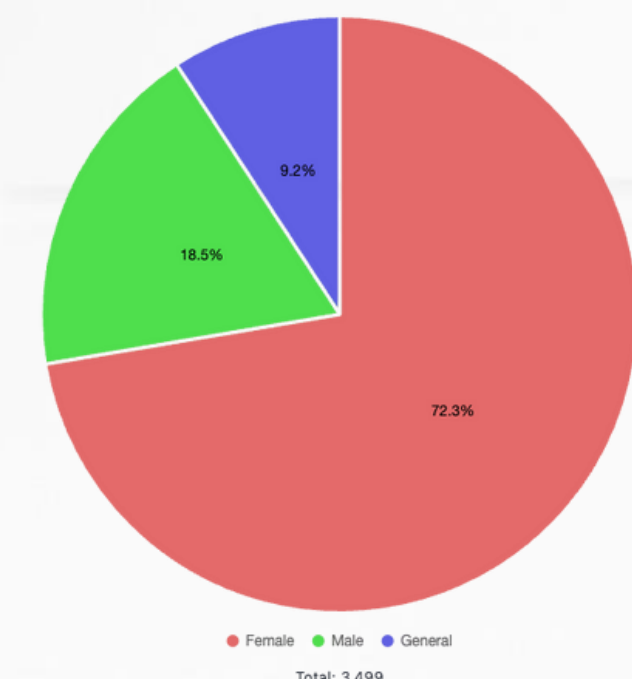
Family & Parenting Group (2,156 channels): Influences household spending decisions; suitable for essential goods and personal care products.



Food & Beverage Reviewers Group (2,135 channels): Inspires usage and builds real-life trust, stimulating demand through content reviewing food, beverages, seasonings, and fast-moving consumer products.

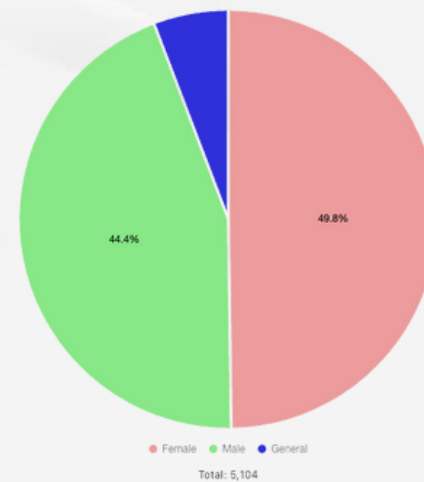


Fashion, Beauty & Personal Care Group (3,499 channels): Creates sensory appeal and persuasive impact through usage guides and personal experiences – ideal for beauty, fashion, and hygiene-related products.

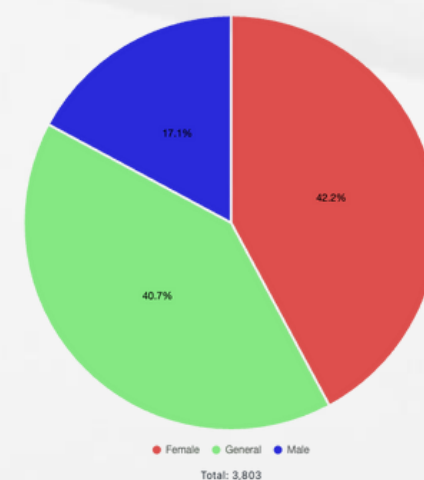


01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

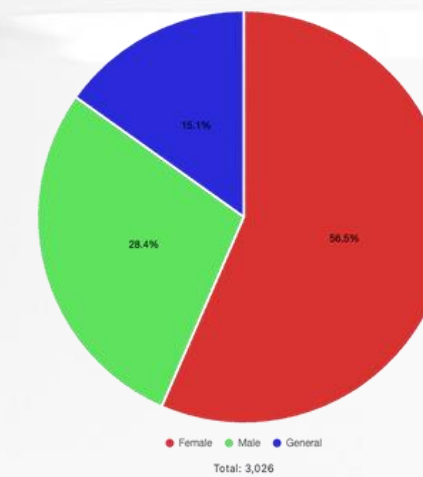
Entertainment & Celebrity Group (5,104 channels): Enhances media reach and reinforces brand positioning, especially in product launch campaigns or brand awareness boosts.



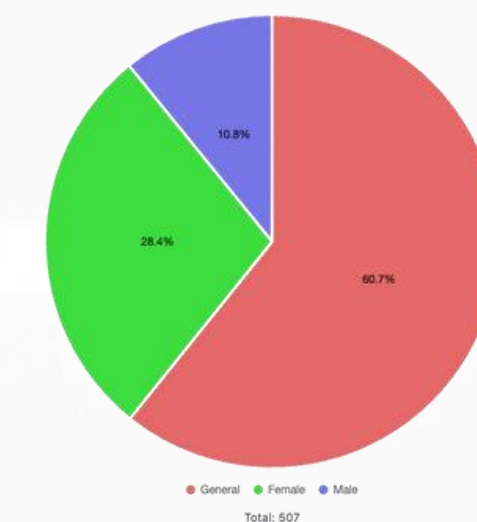
Travel & Lifestyle Group (3,803 channels): Shares travel experiences, lifestyle moments, and everyday life – naturally connecting with consumers. This group is especially suitable for products easily integrated into daily routines, such as convenient foods, household goods, personal care, health products, tech devices, and leisure or hospitality services.



General Reviewers Group (3,026 channels): Specializes in multi-sector reviews, covering FMCG, household goods, and practical products – helping consumers make quick purchasing decisions through realistic and visual evaluations.



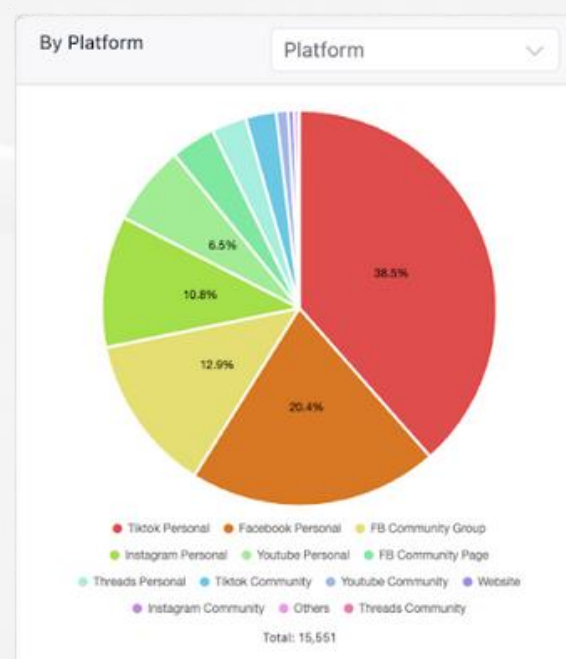
Health & Nutrition Group (507 channels): Builds credibility for products related to physical well-being, supplements, and organic lines through professional content and authentic user experience.



01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

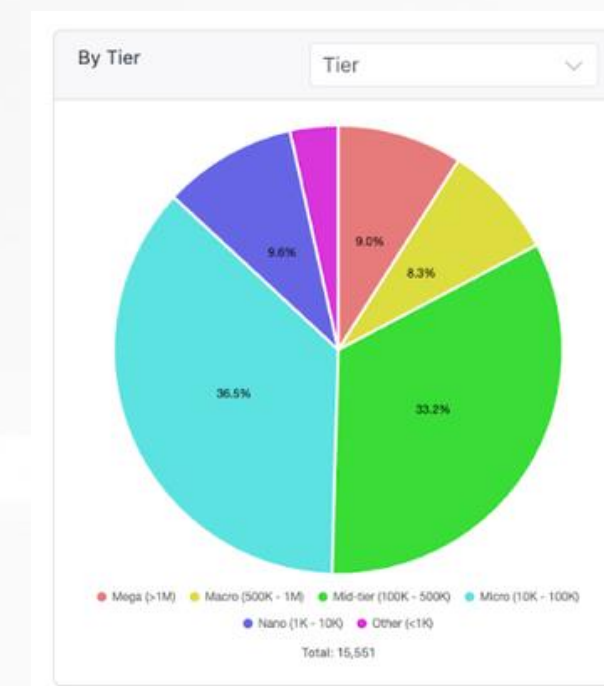
➤ Distributed by Platform

- In the fast-moving consumer goods (FMCG) sector, personal TikTok accounts dominate with 38.5%, positioning the platform as the leading channel for KOLs to engage with young consumers — where short-form, visual, and creative content easily sparks trends.
- Following that is personal Facebook (20.4%), where influencers frequently share opinions, personal experiences, or daily activities involving products — aligning well with the repetitive nature of FMCG consumption and high brand recall.
- Facebook groups account for approximately 12.9%, serving as supporting channels to amplify trial campaigns, product sampling, or generate word-of-mouth effects within homemaker communities, parenting groups, or niche consumer segments focused on specific product categories.



➤ Distributed by Tier

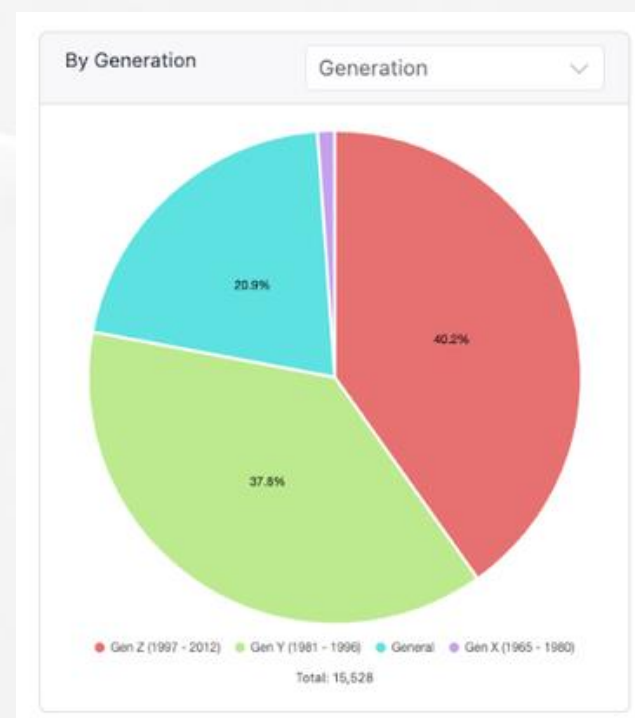
- Micro (36.5%) and Mid-tier (33.2%) KOLs currently form the core force within the FMCG influencer ecosystem. These tiers deliver high engagement rates, relatable content, and are particularly effective in campaigns that build trust and familiarity with products.
- Unlike sectors such as real estate or high-tech, FMCG benefits from easy accessibility and the natural integration of products into daily life, making Micro and Mid-tier influencers the optimal choice for brands aiming to “capture” frequent consumption needs.



01. KOL/KOC & COMMUNITY OVERVIEW IN FMCG INDUSTRY

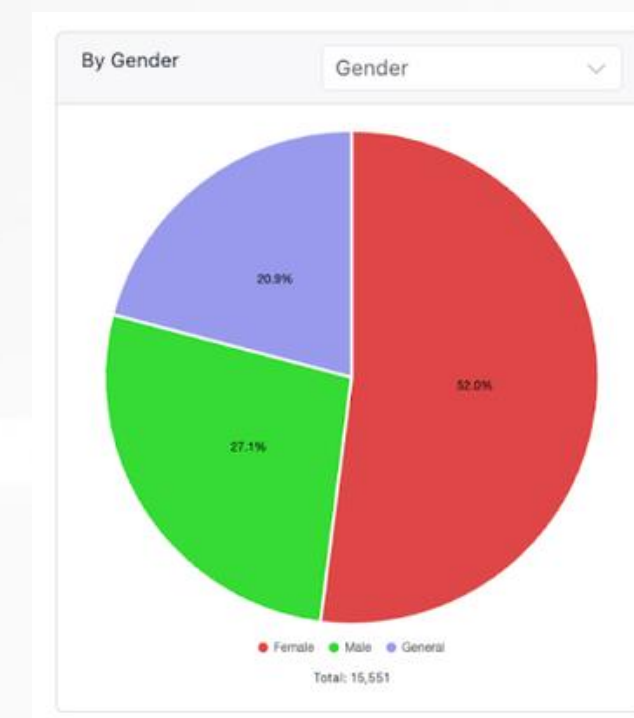
➤ Distributed by Generation

- Gen Z (40.2%) and Gen Y (37.8%) dominate the landscape, reflecting the trend of younger consumers becoming key target audiences for FMCG brands. These two generations are highly active on social media platforms, trend-sensitive, and capable of spreading messages effectively.
- Their approaches differ notably: while Gen Z prefers creative, entertaining, and personalized content, Gen Y tends to value brand purpose, health and utility factors, and is more willing to pay for higher-quality experiences.



➤ Distributed by Gender

- Females hold the majority share at 52%, indicating strong female participation in content related to consumption — especially in sectors such as personal care, beauty, food, and household goods.
- However, the male segment (27.1%) should not be overlooked, particularly in product categories related to sports, consumer tech, or energy foods and beverages.
- Notably, the remaining group falls under “General” or unspecified gender — typically representing community channels or multi-user profiles — and also plays a meaningful role in multi-dimensional brand amplification campaigns.



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

IN VIETNAM

► The Rise of Micro & Mid-Tier Influencers

In recent years, Vietnam's Influencer Marketing landscape has seen a significant rise in Micro (10K–100K followers) and Mid-tier (100K–250K followers) influencers. According to a survey by AnyTag, these two groups account for over 50% of the total influencers on both Facebook and Instagram, with Micro alone making up 25.08%—highlighting the strong growth of mid-level influencers. (Source: AnyMind, myNZTE)

Engagement rate data from TheSocialCat's 2024 report shows that Micro-influencers (10K–50K) achieve an average engagement rate of 1.81%, which is 46% higher than that of Mid-tier influencers (50K–100K) at 1.24% (Social Cat, 2025). This indicates that Micro-influencers not only foster closer connections but also maintain superior engagement levels.

TikTok and Facebook are the two key platforms driving this trend. Micro and Mid-tier influencers often leverage short-form video formats (TikTok) and personal, story-driven content (Facebook) to create series with viral potential and high credibility.

In summary, the Micro–Mid-tier group is emerging as the optimal choice for Influencer Marketing campaigns. They offer the ideal balance of cost efficiency, sufficient reach, and meaningful engagement—making them particularly suitable for FMCG brands that require consistent exposure and a close, ongoing connection with consumers.



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

► The Rise of Livestream & Shoppertainment as a Replacement for Traditional TVCs

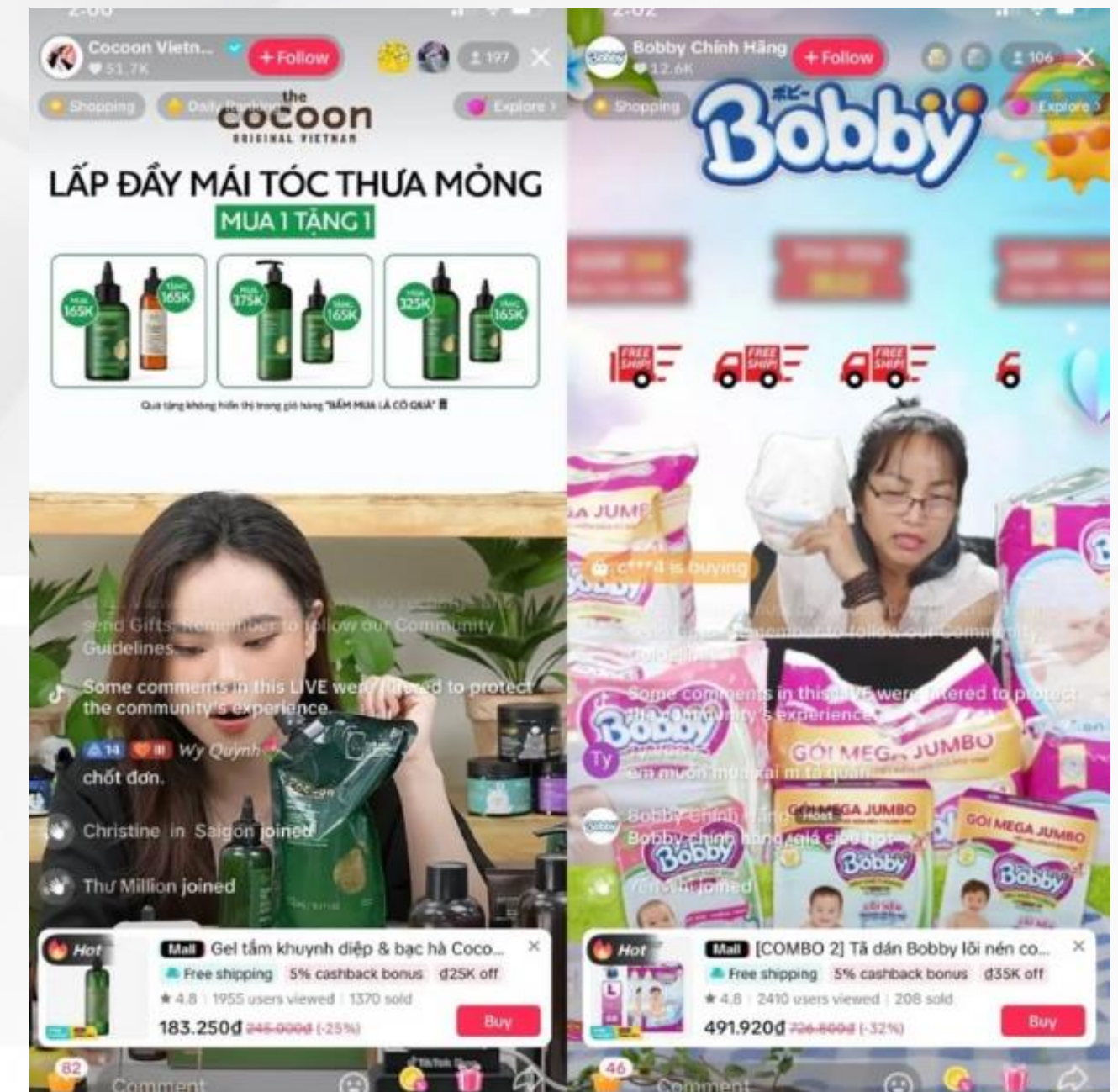
Between 2024 and 2025, shoppertainment—particularly livestream shopping—has emerged as the dominant communication format for the FMCG sector in Vietnam, showing signs of overtaking traditional TV commercials (TVCs).

According to NielsenIQ, Vietnamese users spend an average of 13 hours per week watching sales livestreams, and up to 64% of viewers make immediate purchases during the live sessions. (Source: VCCI)

The Shoppertainment APAC 2024 report—published by TikTok and BCG—predicts that the livestream commerce market in Vietnam will grow at a CAGR of ~63%, with the market value projected to rise from USD 24 billion to USD 100 billion by 2025 across the Asia-Pacific region. (Source: AdvertisingVietnam)

Taken together, these factors show that livestreaming is not just a sales channel but a form of entertainment content that helps brands to:

- Present products in real-life usage scenarios, building trust and reducing communication barriers.
- Interact with viewers in real time through Q&A sessions, consultations, and embedded purchase links.
- Drive immediate purchasing actions directly on-platform—marking a clear shift from one-way traditional TVC broadcasting.



The cocoon and Bobby's livestream

Source: [Accesstrade](#)

02. TRENDS IN INFLUENCER MARKETING FOR FMCG

➤ Gamification Trend: "Play to Engage – Fun to Sell"

As consumers grow increasingly impatient with traditional advertising content, gamification has emerged as a strategic approach for FMCG brands to foster natural engagement and stimulate purchasing behavior through entertaining experiences.

Instead of delivering one-way messages, brands now design mini-games, AR experiences, and interactive challenges directly on social media platforms—encouraging consumers to actively participate and form emotional connections with the brand. Beyond boosting engagement, gamification also triggers feelings of achievement and ownership—thereby driving conversions far more effectively than conventional TVCs.



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

► Gamification Trend: "Play to Engage – Fun to Sell"

CHIN-SU x Dookki – Minigame:

"Guess the Flavor-Packed City": Users were invited to comment and guess the next location to receive a Cappybara plushie. A simple activity with high shareability on Facebook, it garnered thousands of interactions in a short period.

SABECO – "Dragon Hunt for Prosperity" (Tet 2024):

By integrating AR technology into a five-element dragon hunting game where users accumulated points to redeem Tet gifts, the campaign attracted over 300,000 plays and boosted sales by 115% compared to the same period the previous year.



Chinsu Minigame

Source: [Facebook](#)



Sabeco AR Game

Source: [Facebook](#)



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

► Music Marketing Trend – Melodies That Capture the Soul

In recent years, Music Marketing has seen significant growth, becoming a powerful tool for FMCG brands to create lasting impressions and deliver messages in a creative and vibrant way.

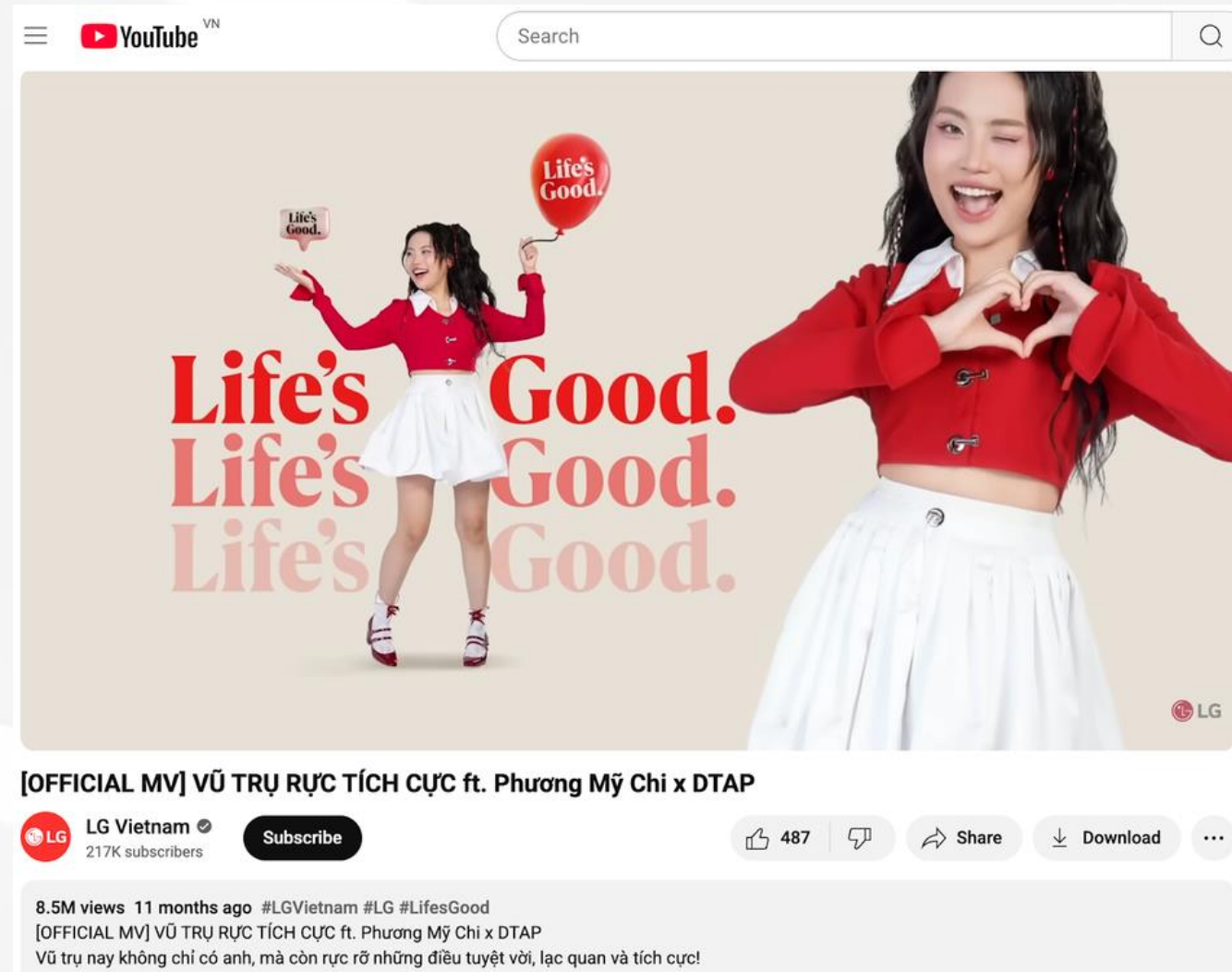
According to IFPI's 2024 report, the global music industry generated **over USD 28.6 billion in revenue**—an **increase of 10.2%** compared to the previous year (Advertising Vietnam, 2024). The boom in digital music and the viral nature of social media platforms have opened major opportunities for FMCG brands:

- Emotional personalization: Music easily evokes empathy and long-term recall—delivering stronger emotional impact than traditional ads.
- Multi-genre and multi-platform storytelling: From full-length music videos on YouTube to 15–90 second soundbites on TikTok or Facebook Reels, brands have numerous touchpoints throughout their campaign phases.
- Deeper engagement with younger audiences: Leveraging trending music and viral challenges allows brands to effectively reach Gen Z—the core consumer segment of FMCG.



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

➤ Music Marketing Trend – Melodies That Capture the Soul

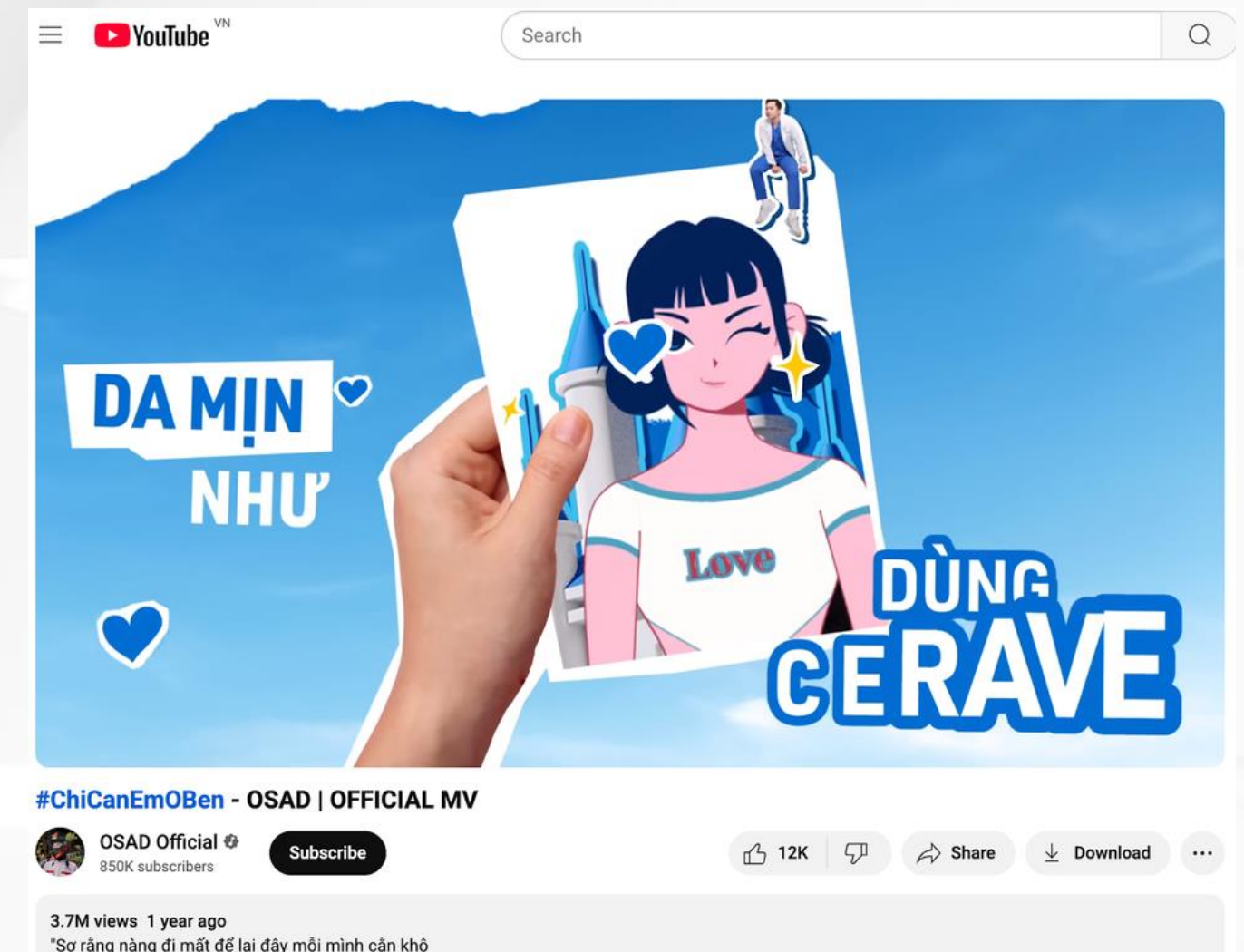


LG x Phương Mỹ Chi – “Vũ Trụ Rực Tích Cực”

A remake of the hit song “Vũ trụ có anh”, featuring a fusion of traditional folk vocals with modern, youthful visuals. The project not only promoted a message of optimism but also conveyed a theme of balancing technology and emotion—encouraging young people to live positively in the digital age.

CeraVe x Osad – MV “#ChỉCầnEmỞBên”

By tapping into romantic themes, CeraVe collaborated with Osad on a gentle love song that naturally incorporated skincare messaging into the MV’s storyline. The campaign proved both entertaining and educational, resonating strongly with youth audiences—particularly on TikTok and Instagram Reels.



02. TRENDS IN INFLUENCER MARKETING FOR FMCG

➤ From Product to Story – When Brands Begin with Community

As consumers increasingly value emotional connection and authenticity, FMCG brands are shifting from merely promoting products to crafting narratives that originate from the community—featuring influential, relatable figures familiar to the public.

This approach not only enhances brand awareness and brand love but also allows brands to embed human-centric messages, amplifying their reach and fostering more natural connections with consumers.



LaVie x Khoai Lang Thang – “Yên Một Chút” (2025)

Instead of focusing on product features, LaVie partnered with travel blogger Khoai Lang Thang—renowned for his connection to nature and positive lifestyle—to tell a story about restoring both physical and mental energy. In the “Yên Một Chút” (A Moment of Peace) campaign, Khoai journeyed with LaVie across the country, from familiar corner shops to riverside boats in the Mekong Delta, gently reminding people to pause, take a sip of water, and find a moment of calm for themselves.

The campaign not only left an emotional imprint on the community but also reinforced LaVie’s message of sustainable, green living—deepening trust and brand love by resonating with consumers through an empathetic and down-to-earth lifestyle.

02. TRENDS IN INFLUENCER MARKETING FOR FMCG

GLOBAL

➤ Influencer Co-Creation Trend – When Users Become Part of the Brand

In the wave of modern influencer marketing, users no longer just “see” the campaign—they become part of it. The trend of co-creating content with users (UGC Co-Creation) has emerged as a core strategy for FMCG brands to foster deeper connections with communities, especially Gen Z.

From remixing videos and creating personalized versions to hopping on fashion trends, UGC campaigns go viral on social media thanks to their meme-able nature, ease of participation, shareability, and the empowering feeling of “I’m part of this.”



Moncler – #MonclerBubbleUp

Instead of simply launching a winter fashion collection, Moncler encouraged users to create transformation videos featuring its iconic puffer jackets. The “Bubble Up” challenge went viral on TikTok, inspiring thousands of user remixes and generating over 1.3 million engagements within just three weeks.

02. TRENDS IN INFLUENCER MARKETING FOR FMCG

➤ Meme Marketing Trend – When Humor Shapes the Brand

For Gen Z, memes aren't just for fun — they're a digital cultural language. Recognizing this, many global FMCG brands have embraced memes as a communication tool to drive organic reach, stay culturally relevant, and connect with audiences in a humorous, relatable way.



Barbie – “This Barbie is...” Meme Trend

The Barbie movie campaign turned everyone into their own version of Barbie using the viral meme format: “This Barbie is...”, or “He’s just Ken...”. The strategy quickly took over platforms like Instagram and Twitter, drawing participation from celebrities, other brands, and millions of users. This mass “Barbie-fication” created a wave of user-generated content that made the brand unforgettable through creativity, humor, and a shared cultural moment.

02. TRENDS IN INFLUENCER MARKETING FOR FMCG

➤ “Personalized Collab” Trend – When Drinks Carry the Name of Your Idol

Personalizing products based on celebrities has become a smart strategy for F&B brands, creating strong emotional bonds with fans and turning the product into a viral “must-try” item on social media.



Dunkin' x Charli D'Amelio – “The Charli”

Blending beverages with TikTok stardom, Dunkin' launched The Charli – a coffee drink customized to Charli D'Amelio's real-life favorite recipe. Beyond just naming the drink, Dunkin' encouraged fans to share their own experiences using #TheCharli, creating a sense of authenticity and relatability. The result? A drink that became a social media sensation and a cultural touchpoint among Gen Z.

03. PROPOSED STRATEGIES

➤ KOLs (TikTok, Facebook, Threads/UGC Creators, YouTube)

Advantages:

- Broad reach and effective access to Gen Z and Millennials – audiences that are emotionally-driven and experience-focused in their consumption habits.
- High potential to inspire purchases through personalized, relatable content.
- Strong viral capacity via short-form videos (TikTok, Threads), combined with high credibility from long-form platforms (YouTube, personal Facebook).

Recommended Strategy:

- Leverage Micro & Mid-tier KOLs to produce approachable and shareable content, aligning with popular formats such as reviews, challenges, or everyday storytelling.
- Emphasize authentic, relatable, and natural storytelling, steering clear of overly promotional tones.
- Launch campaigns during peak media moments (Back to School, Lunar New Year, Summer, etc.) to maximize organic reach.
- Ensure content synchronization across platforms: flexibly repurpose TikTok content into Shorts, Threads, or Facebook posts.
- Diversify content formats to maintain freshness – from lifehacks and confessions to trending challenges.

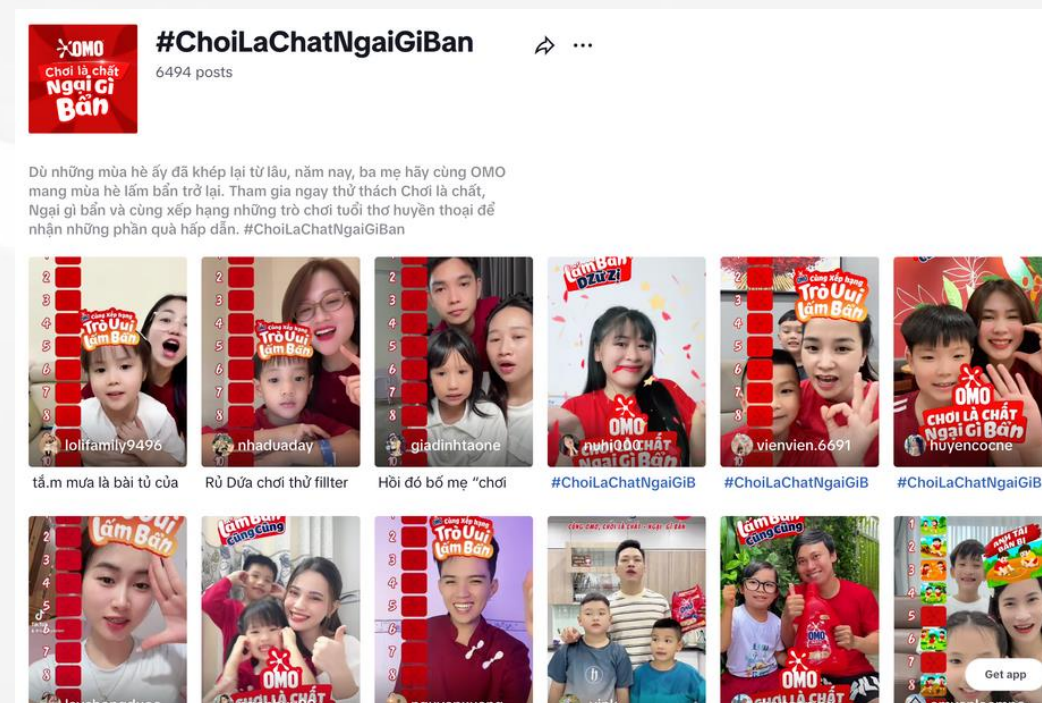
→ With its short-form, viral-friendly nature and capacity for personal storytelling, TikTok stands out as the most suitable platform for effective KOL campaigns in the current landscape.

03. PROPOSED STRATEGIES

► KOLs (TikTok, Facebook, Threads/UGC Creators, YouTube)

Recommended Activities:

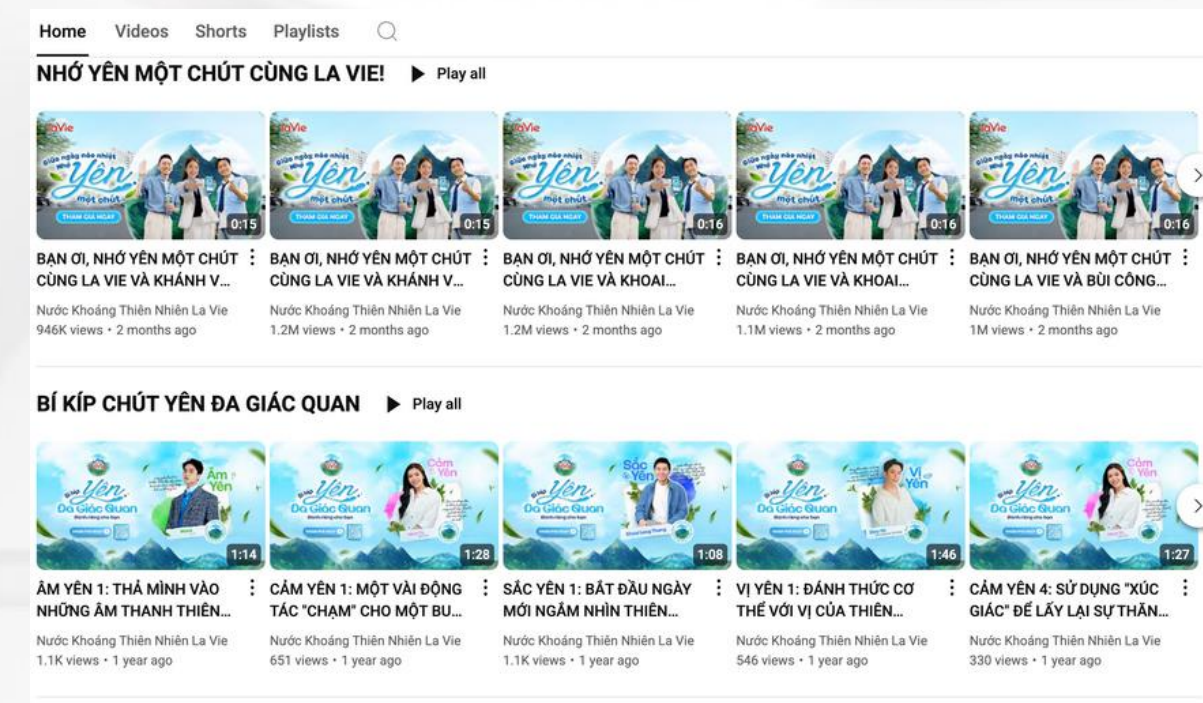
- Drive virality through transformation trends, CapCut templates, and branded filters to boost brand awareness.
- Initiate simple challenges such as “One Small Act a Day,” subtly integrating the product (e.g., 7-day green living, 30-day self-improvement).
- Share daily life tips that naturally embed the product into relatable scenarios (e.g., when a child loses appetite...).
- Produce vlog-style or routine content like “A Day with the Product” to enhance authenticity and spark usage intent.
- Host livestream sessions featuring KOLs/KOCs, incorporating mini-games or limited-edition product drops to boost engagement and conversion.
- Encourage user-generated content (UGC) by launching hashtag-driven challenges with rewards for the most creative videos, promoting organic reach and credibility.



Omo Minigame
Source: [Tiktok](#)



Vinamilk Capcut Trend
Source: [Facebook](#)



Lavie - “Yên Một Chút” series
Source: [Youtube](#)



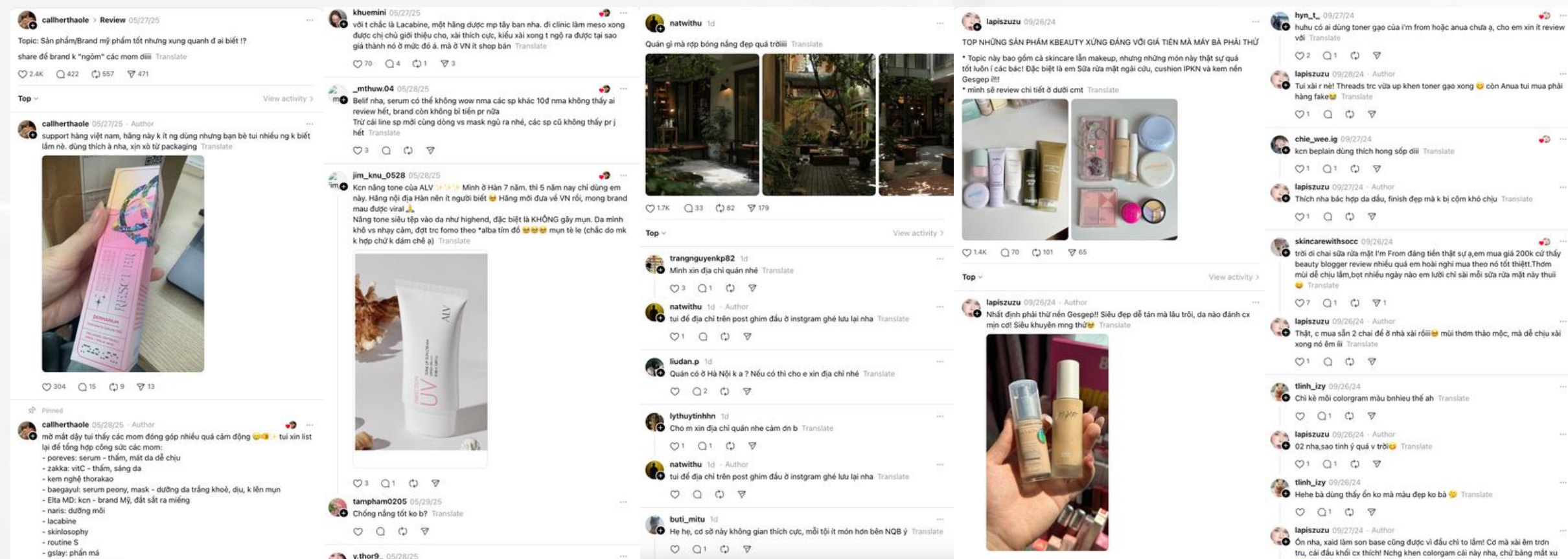
FMCG Mega Livestream
Source: [Tiktok](#)

03. PROPOSED STRATEGIES

➤ KOLs (TikTok, Facebook, Threads/UGC Creators, YouTube)

When advertising gets more sophisticated, Threads—where people tell stories that make others want to buy—builds even stronger trust.

- Leverage short-form, diary-like content (personal notes, everyday reflections) to spark empathy and make readers feel like they’re “hearing a story from a real friend.”
- Use open-ended questions, flirty captions, or relatable opinions to encourage comments and shares.
- Pair everyday aesthetic visuals (cozy corners, meals, work desks...) with natural storytelling to increase credibility and spark soft FOMO.
- Initiate viral-friendly topics such as “An FMCG product I bought just for the beautiful packaging” or “Little snacks that got me through a deadline” to generate authentic engagement and organic visibility.
- Collaborate with UGC creators known for their minimalist visuals and relatable storytelling to spread the subtle “I want to try this too” sentiment—driving trial without overt advertising.



How real conversations on Threads become real influence

03. PROPOSED STRATEGIES

➤ KOLs (TikTok, Facebook, Threads/UGC Creators, YouTube)

Key Metrics:

- Views, likes, shares, saves, and comments across platforms
- Video completion rate and CTA click-through rate (TikTok, YouTube)
- Participation in challenges and use of campaign hashtags
- User-generated recreations, duets/stitches

03. PROPOSED STRATEGIES

➤ Community (Facebook Page/Group, Community TikTok)

Advantages:

- High level of trust thanks to the “word-of-mouth” nature
- Easy to target specific segments based on behavioral groups
- Strong potential for deep engagement and authentic interactions

Strategic Recommendations:

- Collaborate with admins or key members to create inspiring content
- Launch activities that encourage real user experience sharing
- Promote user-generated content (UGC) to expand organic reach
- Combine soft seeding and natural appearances in relevant groups and forums

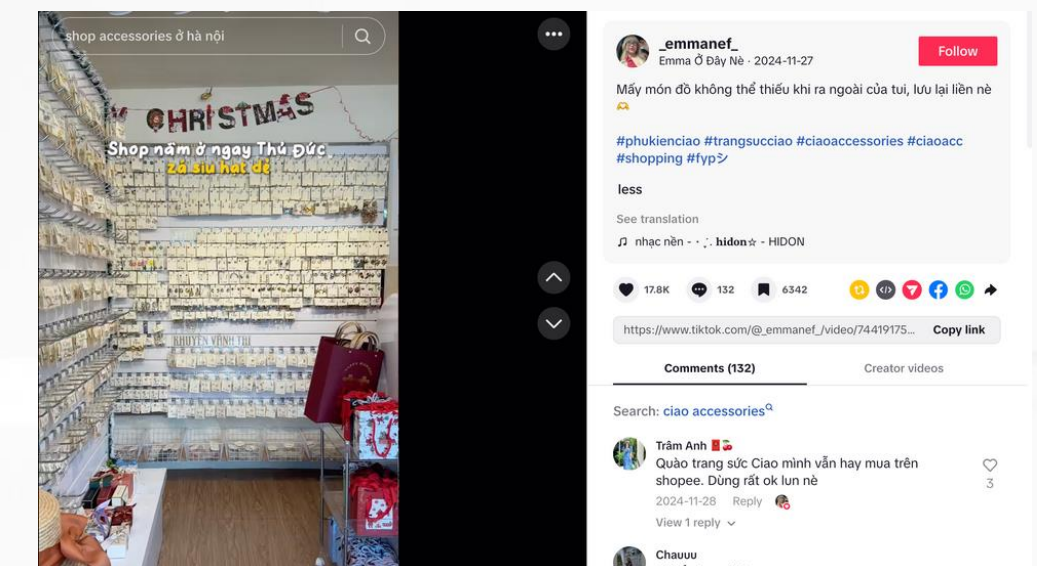
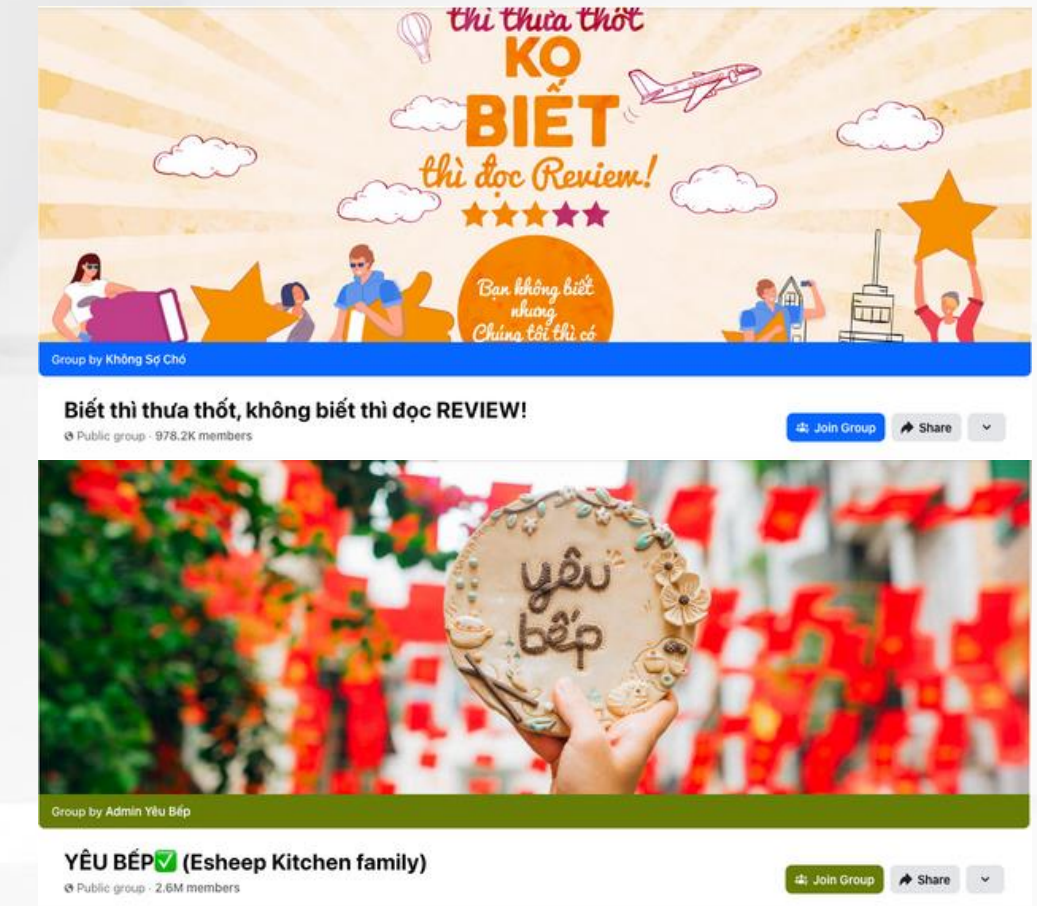
→ With its deep connectivity, trust-building nature, and ability to foster discussion, Facebook remains a strategic platform for community-building and activation campaigns.

Metrics:

- Reach, Views, and Engagement rates
- Volume & quality of UGC generated
- Organic interactions from the community (comments, inboxes, shares...)
- Traffic driven from community to key platforms

Suggested Activities:

- Kick off campaigns that encourage users to share personal photos/videos with a community focus
- Launch group-based challenges or mini-games to boost engagement
- Build a UGC content library from the community to maximize reach
- Connect with fanpages/forums to expand cross-channel exposure
- Recap campaigns or activities to increase product/campaign recognition



04. KOL/KOC RECOMMENDATIONS

➤ Family, Hot Mom/Dad



Gia đình Truyền Hình

[Link](#)

Follower: 1.8M

Engagement rate: 84,525 (4.7%)

Background: A TikTok channel run by the couple Manh Cuong and Huong Giang, both of whom are professional TV editors. Their content centers around family life, showcasing everyday moments, behind-the-scenes glimpses of their work in television, and heartwarming stories featuring their adorable twin daughters, Cue and Cam.



Xoài Fam

[Link](#)

Follower: 820.5K

Engagement rate: 79,993 (9.75%)

Background: “Xoài Fam” is the affectionate nickname for the well-known young family of Trang Lou and Tùng Sơn, who rose to fame alongside their two children, Xoài and Dừa. The family is loved for their relatable, heartwarming content featuring daily life, parenting moments, and the sweet, candid interactions of their kids. Xoài Fam is especially admired for their positive energy and inspiring stories about love and family.



Gia Đình Cam Cam

[Link](#)

Follower: 727.8K

Engagement rate: 34,305 (4.7%)

Background: Gia Đình Cam Cam is one of the most well-known families online, featuring father Kiên Hoàng, mother Loan Hoàng, and their daughter Cam Cam. They have won the hearts of many by sharing everyday moments filled with warmth, humor, and genuine family love.

04. KOL/KOC RECOMMENDATIONS

➤ Family, Hot Mom/Dad



Fansie Family

[Link](#)

Follower: 2.1M

Engagement rate: 56,055 (2.7%)

Background: Fansie Family is a popular TikTok channel created and managed by the couple Nguyễn Minh Phương and Nguyễn Phúc Thắng. They are known for their content centered around family life, especially dance videos, which have attracted a large following—particularly among Gen Z audiences.



Chuyện Nhà Đậu

[Link](#)

Follower: 349.9K

Engagement rate: 22,671 (6.5%)

Background: On the channel “Chuyện nhà Đậu,” Ba Duy and Nam Thương frequently share family moments and activities through series like Góc của Đậu and Chuyện nhà Đậu. Many of their videos reach hundreds of thousands to millions of views, proving the strong appeal of the Đậu family.



PikaFamily

[Link](#)

Follower: 1.1M

Engagement rate: 7,530 (0.7%)

Background: PikaFamily is known for creating duo dance, family, and lifestyle videos with a fun, adorable, and relatable vibe. Their content goes beyond dancing, cleverly weaving in everyday activities to deliver a sense of warmth and cheerful energy.

04. KOL/KOC RECOMMENDATIONS

➤ F&B



Việt Phương Thoa

[Link](#)

Follower: 15.8M

Engagement rate: 216,158 (1.4%)

Background: As one of the most influential TikTokers in Vietnam, she is well-known for her humorous style, expressive facial reactions, and natural storytelling. In addition to her popular skit-style content (such as "Miss Google" or "the fake chairman and the twist"), she has recently been focusing more on food-related videos and sharing her everyday eating habits.



Mỏ Khoét Hà Nội

[Link](#)

Follower: 975.7K

Engagement rate: 1,624 (0.2%)

Background: As a prominent food reviewer on TikTok, Khánh Huyền leaves a strong impression with her charming storytelling style, sweet Nghệ An accent, and energetic dining demeanor.



Đoá Qua

[Link](#)

Follower: 167.5K

Engagement rate: 2,155 (1.3%)

Background: "Đoá Qua" is the TikTok nickname of a girl named Hồng Ân. She is known for her TikTok channel that focuses on food reviews and fun lifestyle experiences. She often appears alongside another TikToker named Đình Huy — nicknamed "Huy Vũ" due to his resemblance to the singer Vũ.

04. KOL/KOC RECOMMENDATIONS

► F&B



Sammy

[Link](#)

Follower: 2M

Engagement rate: 31,691 (1.7%)

Background: He is a prominent content creator in the food niche on TikTok, known for his simple, visually appealing, and highly entertaining cooking videos. Sammy is loved for his casual, relatable cooking style — especially his popular series “Ordering Street Food in a 5-Star Restaurant,” where he creatively transforms familiar dishes like cơm tấm into luxurious meals.



H I M & Ngọt

[Link](#)

Follower: 1.1M

Engagement rate: 107,868 (10.9%)

Background: “Him” and “Ngọt” are two popular TikTokers known for their food-related and everyday life content, often referred to as the “LVT couple.” Him’s real name is Hiền, and Ngọt’s real name is Ngọc. They frequently share sweet, romantic, and humorous videos about their daily life together.



Spicy Kim

[Link](#)

Follower: 2.9M

Engagement rate: 22,992 (0.8%)

Background: Spicy Kim is a prominent TikToker known for his content focused on reviewing and experiencing spicy foods. He combines entertainment with authenticity in each video. With his charming storytelling and a simple yet trendy editing style, he has attracted a large following of street food lovers and fans of culinary challenges.

04. KOL/KOC RECOMMENDATIONS

➤ Fashion, Healthcare & Beauty



Cô Em Trendy

[Link](#)

Follower: 478.5K

Engagement rate: 15,337 (3.2%)

Background: She is a well-known fashionista and influencer in the fashion scene in Vietnam. She is recognized for her versatile transformations in fashion styles—from outfits and makeup to hairstyles. She frequently shares videos about styling tips, fashion trends, beauty secrets, and her personal life.



Linh Remy

[Link](#)

Follower: 484.8K

Engagement rate: 12,506 (2.6%)

Background: She is a well-known TikToker, hot mom, and fashionista. She is also a renowned luxury fashion enthusiast and the owner of the fashion store Remy Store, as well as the Brand Development Director of a travel company.



Thao Nhi Le

[Link](#)

Follower: 312.8K

Engagement rate: 6,303 (2%)

Background: Thảo Nhi Lê is a model, the 1st runner-up of Miss Universe Vietnam 2022, and a content creator on TikTok. She is known for her bold fashion style, trendy outfits, and videos sharing beauty tips and lifestyle content.

04. KOL/KOC RECOMMENDATIONS

► Fashion, Healthcare & Beauty



chanhthu__

[Link](#)

Follower: 337.2K

Engagement rate: 15,583 (4.6%)

Background: Chanh Thu is a social media content creator known for her beautiful appearance and diverse videos. She often shares content related to fashion, cosmetics, and various aspects of daily life, attracting a wide audience.



Quynh Anh Shyn

[Link](#)

Follower: 1.3M

Engagement rate: 7,379 (0.6%)

Background: She is a famous hot girl, actress, model, and fashionista in Vietnam. Quynh Anh Shyn first gained popularity during her high school years as a member of the "Triple Kill" trio alongside An Japan and Mẫn Tiên. Later, she transformed her image from a sweet hot girl to a bold fashionista, frequently appearing at fashion weeks both in Vietnam and abroad, and becoming highly sought after by international brands.



Tê Linh

[Link](#)

Follower: 805.7K

Engagement rate: 9,567 (1.2%)

Background: She is a rising fashion TikToker known for her modern, refined aesthetic and sharp eye for trends. Through her mix-and-match videos, she not only showcases her personal style but also offers relatable, practical insights on how to dress according to body type, occasion, and personality.

04. KOL/KOC RECOMMENDATIONS

► Entertainment & Celeb



Chau Bui

[Link](#)

Follower: 2M

Engagement rate: 13,375 (0.7%)

Background: Châu Bùi, whose real name is Bùi Thái Bảo Châu and born in 1997, is a well-known fashionista, influencer, and content creator in Vietnam. She is admired not only for her fashion sense but also for her dynamic energy, positivity, and ability to inspire the younger generation.



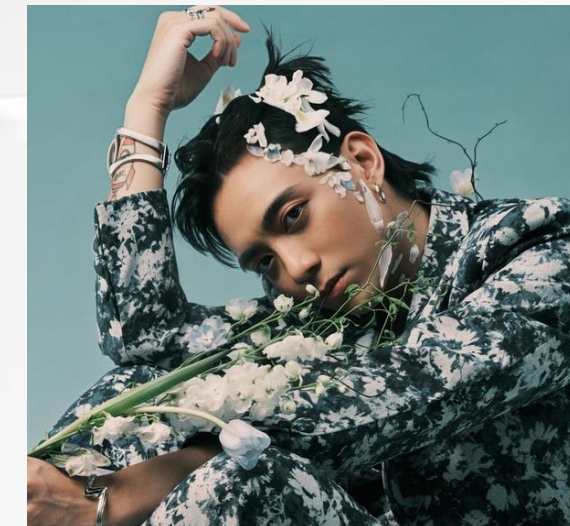
Diệp Lâm Anh

[Link](#)

Follower: 1.1M

Engagement rate: 31,211 (3.1%)

Background: She is known as a multi-talented artist, active in various fields such as singing, acting, and more recently, online business. She frequently appears on social media platforms, especially through livestreams to interact with fans and promote products.



SOOBIN HOÀNG SƠN

[Link](#)

Follower: 1.4M

Engagement rate: 38,541 (3.3%)

Background: He is recognized as one of the most outstanding musical artists of his generation and is closely associated with SpaceSpeakers throughout his career. Soobin is known for his credibility and professionalism, making him a valuable partner for brands in building a positive image.

04. KOL/KOC RECOMMENDATIONS

► Entertainment & Celeb



Bin Yet quãi đạn

[Link](#)

Follower: 1.6M

Engagement rate: 58,350 (3.6%)

Background: His real name is Nguyễn Anh Tú who is a prominent TikToker known for his diverse content. His channel focuses on humorous videos, daily life vlogs, and playful scenarios—from quirky “shadow boxing riddles” to lighthearted love stories. Each video reflects his cheerful, down-to-earth, and relatable personality, which has helped him build a loyal and enduring community following.



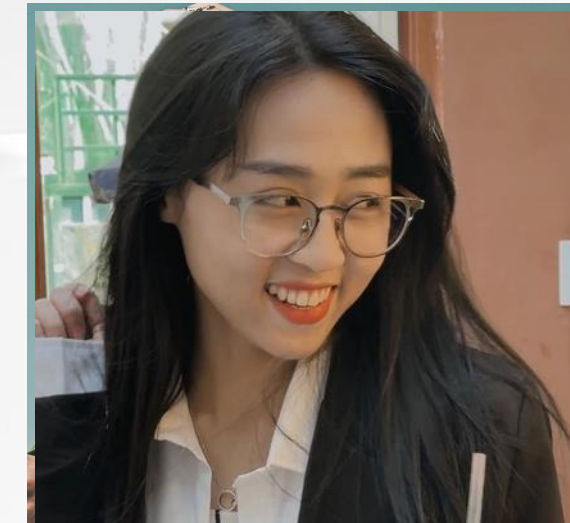
Thủng Long Family

[Link](#)

Follower: 3M

Engagement rate: 93,953 (3.1%)

Background: Thủng Long Family is a TikTok channel run by a couple known by their nicknames: the husband as Thủng Long and the wife as Bom. The duo is highly regarded for consistently creating content that resonates with the younger generation.



HAHA

[Link](#)

Follower: 3.9M

Engagement rate: 34,207 (0.9%)

Background: As one of the standout Gen Z figures on TikTok, HAHA has made a strong impression thanks to her charming humor and versatile acting skills. Her signature videos—where she plays multiple roles by herself—feature relatable and comedic storylines set in school, daily life, or office scenarios, helping her carve out a unique presence in the online community.

04. KOL/KOC RECOMMENDATIONS

► Reviewer



Pu Phạm

[Link](#)

Follower: 118.4K

Engagement rate: 299 (0.3%)

Background: She frequently shares her personal experiences related to cosmetics, cameras, fashion, and daily life. Her content includes entertaining videos as well as authentic, everyday stories, helping to build a sense of trust and relatability with her audience.



Hàn Hằng

[Link](#)

Follower: 522.5K

Engagement rate: 32,781 (6.7%)

Background: She is a well-known KOL and Beauty-Fashion Influencer in Vietnam, recognized for her modern, sensual fashion style and trusted reviews on cosmetics and fashion. After successfully building a professional, youthful, and positive image, she has become a preferred KOC partner for major brands such as Pond's, Comfort, and Yamaha.



Emlyy

[Link](#)

Follower: 523K

Engagement rate: 21,891 (4.21%)

Background: Emlyy is a rising young KOL known for her lifestyle and review content on TikTok. She stands out with a friendly, youthful yet professional style. Her authentic, creative delivery and strong ability to connect with her audience have helped her leave a lasting impression.

04. KOL/KOC RECOMMENDATIONS

► Reviewer



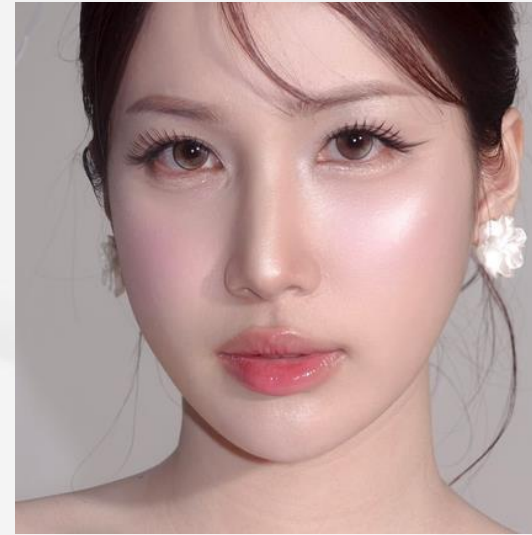
Hương Lý

[Link](#)

Follower: 2.2M

Engagement rate: 11,666 (0.53%)

Background: She is a standout young KOL and reviewer known for her content on fashion, lifestyle, and everyday tips. Her style strikes a balance between professionalism and approachability, consistently conveying youthful energy and positivity that resonates well with her audience.



Ly Xinh Nhất

[Link](#)

Follower: 404.3K

Engagement rate: 11,933 (2.952%)

Background: Ly Xinh Nhất is a rising young KOC and reviewer, recently gaining attention for her youthful yet elegant and graceful style, along with her well-curated and thoughtfully produced content.



Bé Đăng

[Link](#)

Follower: 574K

Engagement rate: 10,013 (1.79%)

Background: A rising skincare reviewer from Ho Chi Minh City, she stands out for his authentic product recommendations and friendly, youthful style that resonates well with her audience.

04. KOL/KOC RECOMMENDATIONS

► Travel & Lifestyle



Khoai Lang Thang

[Link](#)

Follower: 2.6M

Engagement rate: 168,127 (6,484%)

Background: A prominent blogger in Vietnam, known for content focused on travel, cuisine, and local culture. With a sincere, approachable, and natural style, he delivers genuine emotions and insightful perspectives through each video, while actively participating in meaningful community projects.



Le Pa Da

[Link](#)

Follower: 669.7K

Engagement rate: 168,127 (6,484%)

Background: He is a well-known travel and lifestyle KOL, recognized for his meticulously produced videos reviewing travel destinations, cuisine, and entertainment spots. His style strikes a balance between professionalism and authenticity, consistently providing detailed information on itineraries, costs, and local experiences.



Ly Thanh Co

[Link](#)

Follower: 579K

Engagement rate: 7,195 (1.24%)

Background: Ly Thanh Co is a travel blogger, content creator, and young author in Vietnam, having explored over 40 countries since beginning his journey in 2015. His channel regularly shares practical travel experiences and inspiring lifestyle content.

04. KOL/KOC RECOMMENDATIONS

► Travel & Lifestyle



Chan La Cà

[Link](#)

Follower: 419K

Engagement rate: 21,641 (5,164%)

Background: Chan La Ca is a prominent travel KOL known for his relatable storytelling style, inspiring audiences to explore culture and nature through authentic and emotionally rich travel videos.



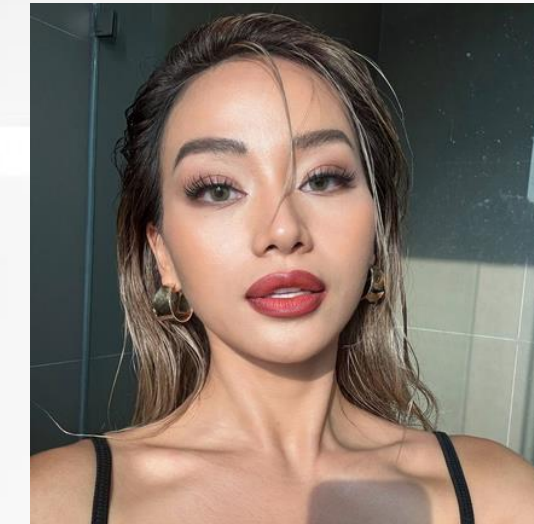
Le Vi

[Link](#)

Follower: 686.9K

Engagement rate: 31,734 (4,61%)

Background: Le Vi stands out as a leading KOL in luxury lifestyle and travel, admired for her bold, contemporary style. Her carefully curated visuals and inspiring content consistently attract and engage a wide social media audience.



Huyền Nguyễn

[Link](#)

Follower: 1.1M

Engagement rate: 73,624 (6.69%)

Background: She is a prominent fashion and lifestyle KOL with over 1 million followers on TikTok, widely recognized for her creative styling and versatile looks ranging from streetwear to luxury. She inspires her audience by sharing unique outfits, beauty tips, and honest product reviews.

04. KOL/KOC RECOMMENDATIONS

➤ Health & Nutrition



Eat clean hông - Thu Nhi

[Link](#)

Follower: 2.1M

Engagement rate: 179,912 (8.56%)

Background: She is a well-known KOL who advocates for a healthy lifestyle, “eat clean” habits, and wellness routines. With a simple yet inspiring approach, she has attracted over 2 million followers across TikTok and Facebook through her daily vlogs, practical meal prep tips, and easy-to-follow workout videos—always infused with positivity and authenticity.



Nguyễn Hồ Trà My

[Link](#)

Follower: 1.4M

Engagement rate: 2,503 (0.89%)

Background: Nguyễn Hồ Trà My is a KOL known for sharing curated home cooking content, health care tips, and a simple, relatable lifestyle. With her gentle storytelling and polished visuals, she has built a positive personal brand that inspires a healthy and mindful way of living.



Sư Tử Ăn Chay

[Link](#)

Follower: 718.2K

Engagement rate: 23,422 (3.3%)

Background: He is a prominent KOL in the eat-clean and eco-friendly lifestyle space, with over 700K followers on TikTok. He stands out through content that shares plant-based recipes, workout routines, and practical product testing. With a sincere, down-to-earth style and clearly invested video production, he inspires audiences to live healthily, care for the environment, and advocate for consumer rights.

04. KOL/KOC RECOMMENDATIONS

➤ Health & Nutrition



Ly Healthy

[Link](#)

Follower: 228.2K

Engagement rate: 9,579 (5%)

Background: She is a KOL specializing in eat-clean and health care, known for her simple yet inspiring style. She regularly shares healthy recipes, detox meal plans, and reviews of clean-eating services in a friendly and approachable tone.



Tri Phan

[Link](#)

Follower: 2.1M

Engagement rate: 44,274 (2.11%)

Background: He is a KOL specializing in eat-clean, health, and an active lifestyle, best known for his videos sharing clean-eating recipes featuring beef and vegetables, along with nutrition tips and workout routines. With a simple, approachable tone and well-crafted, practical content, he inspires his community to build a healthy and positive way of living.



Miss Tram Fitness

[Link](#)

Follower: 104.6K

Engagement rate: 4,256 (3.42%)

Background: She is a KOL specializing in gym, eat-clean, and a healthy lifestyle, with a TikTok following of over 100,000. With a simple, relatable tone and well-curated content focusing on diet plans, workout routines, and wellness tips, she serves as a clear source of inspiration for the personal health and wellness community.

04. COMMUNITY RECOMMENDATIONS

► News & Entertainment



Page Beatvn

[Link](#)

Follower: 3.5M

Engagement rate: 2.249 (0.06%)

Background: Beatvn is a community page that focuses on updating news, lifestyle trends, and socially relevant topics. With diverse content and a relatable presentation style, Beatvn has attracted a large following on social media.



Page Theanh28

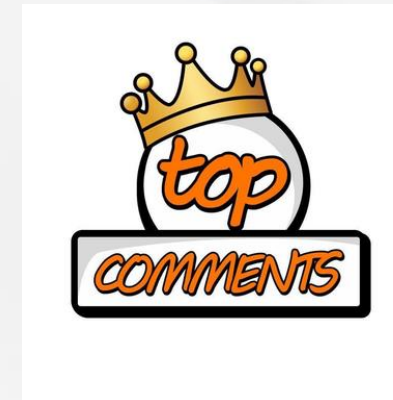
[Link](#)

Follower: 13M

Engagement rate: 3.466 (0.03%)

Background: Theanh28

Entertainment is a prominent entertainment page on social media, known for sharing humorous content, trending topics, and lifestyle stories that resonate with the online community.



Page Top Comments

[Link](#)

Follower: 4.7M

Engagement rate: 7.410 (0.16%)

Background: Top Comments is a platform that curates trending content and news, consistently generating high and stable engagement across social media.



Page Xem cái này không phí tiền mạng

[Link](#)

Follower: 3M

Engagement rate: 5.473 (0.18%)

Background: An entertainment fanpage that curates engaging, trending, and humorous content on social media. With a youthful and creative style, the page attracts a large following who appreciate fresh and witty updates.

04. COMMUNITY RECOMMENDATIONS

► News & Entertainment



Page Why so serious
[Link](#)

Follower: 3.1M

Engagement rate: 2.462(0.08%)

Background: This is a community page that regularly updates prominent news and entertainment content in Vietnam, maintaining a high and stable engagement rate through frequent posting.



Page Kiến Không Ngủ
[Link](#)

Follower: 2M

Engagement rate: 4.000 (0.2%)

Background: This is a prominent entertainment page on social media, specializing in sharing humorous content, trending topics, and the latest hot news both locally and internationally.

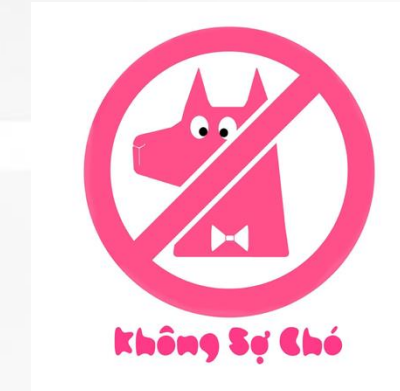


Page 911 What's your emergency
[Link](#)

Follower: 1.3M

Engagement rate: 2.703 (0.23%)

Background: 911 What's your emergency is a content page specializing in curating humorous and entertaining posts, known for generating high levels of engagement and discussion.



Page Không Sợ Chó
[Link](#)

Follower: 3.2M

Engagement rate: 3.010 (0.09%)

Background: A entertainment community on social media, known for sharing everyday stories, social perspectives, and humorous content. With a youthful and approachable style, the fanpage attracts a large and engaged following.

04. COMMUNITY RECOMMENDATIONS

► Review



Group Thánh Riviú

[Link](#)

Follower: 2.3M

Engagement rate:

Background: This is a highly active review community group on Facebook, where members share their experiences in food, travel, beauty, and various other areas in an honest and humorous manner. The group stands out for its large membership base and high engagement levels.



Group Riviú Tất Tần Tật

[Link](#)

Follower: 355.1K

Engagement rate: 35 (0.01%)

Background: This is a multi-topic review community covering areas such as food, travel, shopping, and services. The group attracts a large number of members who actively share real-life experiences, providing readers with honest and practical insights to support informed decision-making.



Group Một Chiếc Review

[Link](#)

Follower: 274.7K

Engagement rate: 230 (0.08%)

Background: “Một Chiếc Review” is a community where members—primarily Gen Z—share a wide range of personal experiences across various topics, including food, travel, shopping, and everyday life.



Group Biết thì thừa thốt, không biết thì đọc REVIEW!

[Link](#)

Follower: 978.3K

Engagement rate: 572 (0.06%)

Background: “Biết thì thừa thốt, không biết thì đọc REVIEW!” is a trusted review community where users share real-life experiences related to products, services, and everyday life. With an average of 10 posts per day and around 572 interactions, it stands out as one of the most reliable and highly engaging review groups.

04. COMMUNITY RECOMMENDATIONS

➤ F&B



Page Địa điểm ăn uống

[Link](#)

Follower: 5.1M

Engagement rate: 1.829 (0.04%)

Background: Địa điểm ăn uống is a Facebook fanpage dedicated to sharing information about eateries, delicious dishes, and culinary trends across Vietnam. With lively and relatable content, the page has become a go-to destination for food lovers and culinary explorers.



Page Thèm Ăn

[Link](#)

Follower: 2.4M

Engagement rate: 1.152 (0.05%)

Background: Thèm Ăn is a food-themed fanpage targeting young audiences, specializing in sharing delicious dishes, unique eateries, and trending food content on social media. With engaging content and visually appealing images, the page has become a go-to destination for food enthusiasts.



Page Em Đối

[Link](#)

Follower: 1.4M

Engagement rate: 2.593 (0.19%)

Background: This is a prominent food fanpage known for its diverse content featuring delicious dishes, unique eateries, and popular dining trends among the youth. With a dynamic and engaging sharing style, the page has become a favorite destination for the food-loving community.



Group Ăn Sập Hà Nội!!!

[Link](#)

Follower: 1.1M

Engagement rate: 345 (0.03%)

Background: “Ăn Sập Hà Nội” is a vibrant culinary community where members share reviews of delicious dishes, eateries, and food experiences in Hanoi. With its youthful atmosphere and high level of interaction, the group has become a familiar destination for food lovers and explorers.

04. COMMUNITY RECOMMENDATIONS

► F&B



Group Đảo Đồ Ăn

[Link](#)

Follower: 509.9K

Engagement rate: 97(0.02%)

Background: Đảo Đồ Ăn is a community dedicated to sharing reviews of eateries and culinary experiences across various locations. With authentic, diverse content and a youthful writing style, the group serves as a reliable reference point with consistent engagement.



Group Măm Măm Sài Gòn

[Link](#)

Follower: 751K

Engagement rate: 126 (0.02%)

Background: Măm Măm Sài Gòn is a vibrant culinary group that brings together posts sharing delicious dishes, new eateries, and dining experiences in Saigon.



Group Ăn Sập Sài Gòn

[Link](#)

Follower: 778.4K

Engagement rate: 199 (0.03%)

Background: This is a dynamic culinary community that brings together shares about delicious dishes, unique eateries, and diverse food experiences in Ho Chi Minh City.



Group Sài Gòn Ừm

[Link](#)

Follower: 881.2K

Engagement rate: 167 (0.02%)

Background: A dynamic culinary group where members share delicious dishes, great eateries, and dining experiences in Saigon. With its youthful spirit and authentic content, this community has become a popular meeting place for food enthusiasts.

04. COMMUNITY RECOMMENDATIONS

➤ Fashion, Healthcare, Beauty



Group Maybe We Should Talk 'Bout Fashion

[Link](#)

Follower: 596K

Engagement rate: 774 (0.13%)

Background: A community for fashion enthusiasts, dedicated to sharing trends, styling inspiration, and personal perspectives on style. With an open and youthful spirit, the group attracts a large number of members passionate about fashion and creativity.



Group Chị Em Mặc Đẹp

[Link](#)

Follower: 88.5K

Engagement rate: 8 (0.01%)

Background: Chị Em Mặc Đẹp is a fashion community for women, focused on sharing styling tips, updating trends, and inspiring members to dress beautifully every day.



Group Maybe You Could Live A Healthier Life

[Link](#)

Follower: 203.9K

Engagement rate: 8 (0.01%)

Background: Maybe You Could Live A Healthier Life is a community dedicated to sharing knowledge and experiences about a healthy lifestyle, covering topics from nutrition and exercise to mental health care.



Group Phụ Nữ Là Phải Đẹp!

[Link](#)

Follower: 538.7K

Engagement rate: 109 (0.02%)

Background: Phụ Nữ Là Phải Đẹp! is a community for women that shares beauty tips, self-care advice, and positive lifestyle practices. Featuring diverse content and a youthful spirit, the group inspires members to embrace self-love and personal growth every day.

04. COMMUNITY RECOMMENDATIONS

► Fashion, Healthcare, Beauty



Group LÀM ĐẸP ĐÚNG CÁCH! ✓

[Link](#)

Follower: 572K

Engagement rate: 15 (0.001%)

Background: This is a community dedicated to sharing knowledge and experiences on safe, scientific, and effective beauty care. With up-to-date, relatable content and a youthful style, the group empowers women to confidently take care of themselves.



Group Chị Em Mần Đẹp ✓

[Link](#)

Follower: 1.1M

Engagement rate: 74 (0.01%)

Background: Chị Em Mần Đẹp ✓ is a beauty community for women, dedicated to sharing skincare tips, makeup advice, and the latest beauty trends. With a youthful style and practical content, the group has become a familiar destination for those passionate about beauty and self-care.



Group Đẹp Chanh Sả

[Link](#)

Follower: 1.5M

Engagement rate: 451 (0.03%)

Background: Đẹp Chanh Sả a modern beauty community that shares tips on beauty care, lifestyle, and fashion for women. Featuring youthful and inspiring content, the group aims to embody the image of confident, sophisticated, and stylish women.



Group NGHIÊN SKINCARE - RIVIEW MỸ PHẨM

[Link](#)

Follower: 1.3M

Engagement rate: 38 (0.001%)

Background: A community for skincare and beauty enthusiasts, dedicated to sharing authentic cosmetic reviews and effective skincare experiences.

04. COMMUNITY RECOMMENDATIONS

► Family Care



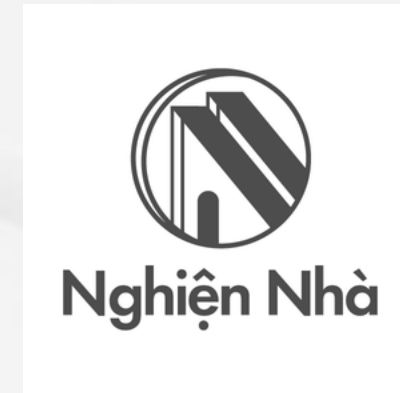
Group VÉN KHÉO

[Link](#)

Follower: 1.1M

Engagement rate: 131 (0.01%)

Background: A community for those interested in caring for their home, covering topics from family financial management to nurturing daily life. The group encourages genuine discussions and maintains consistent engagement.



Group NGHIỆN NHÀ

[Link](#)

Follower: 2.6M

Engagement rate: 4.480 (0.17%)

Background: Nghiện Nhà is a community dedicated to sharing experiences in home care, decoration, and space optimization. With diverse and practical content, the group connects those who love their homes and are passionate about beautifying their living spaces.



Group NGHIỆN SẠCH

[Link](#)

Follower: 857K

Engagement rate: 4.480 (0.17%)

Background: Nghiện Sạch is a community focused on sharing experiences related to home care and cleaning. The group attracts high and consistent engagement, with active members discussing various topics about household maintenance.



Group Ở Nhà Vui Thấy Bà

[Link](#)

Follower: 2.7M

Engagement rate: 562 (0.02%)

Background: A community that shares tips and experiences on smart and efficient home care and family conveniences. With relatable and practical content, the group connects those who enjoy an organized, comfortable, and joyful home life.

04. COMMUNITY RECOMMENDATIONS

➤ Baby & Mother care



Group HỘI MẸ BỈM SỮA FACEBOOK

[Link](#)

Follower: 498.2K

Engagement rate: 2.421 (0.49%)

Background: A community dedicated to mothers, where they share experiences on baby care, child-rearing, and the journey of motherhood.



Group Có Con Vui Thấy Bà!

[Link](#)

Follower: 2.6M

Engagement rate: 952 (0.14%)

Background: This is a group for mothers and families, where members share stories about child-rearing, baby care, and the bittersweet moments of parenting. With a warm and friendly atmosphere, the group serves as a supportive space for parents to connect and inspire one another on their parenting journey.



Group Hội các bà mẹ bỉm sữa thông thái Việt Nam

[Link](#)

Follower: 116.2K

Engagement rate: 609 (0.23%)

Background: This is a place where mothers come together to share experiences on childcare and parenting. The group attracts numerous organic discussions, with posts receiving a relatively high level of engagement.



Group Ở Nhà Vui Thấy Bà

[Link](#)

Follower: 931.8K

Engagement rate: 287 (0.03%)

Background: This is a community for mothers, dedicated to sharing experiences in baby care and child-rearing.

III. CHALLENGES & OPPORTUNITIES

Challenges

Opportunities

Proposed strategic solutions



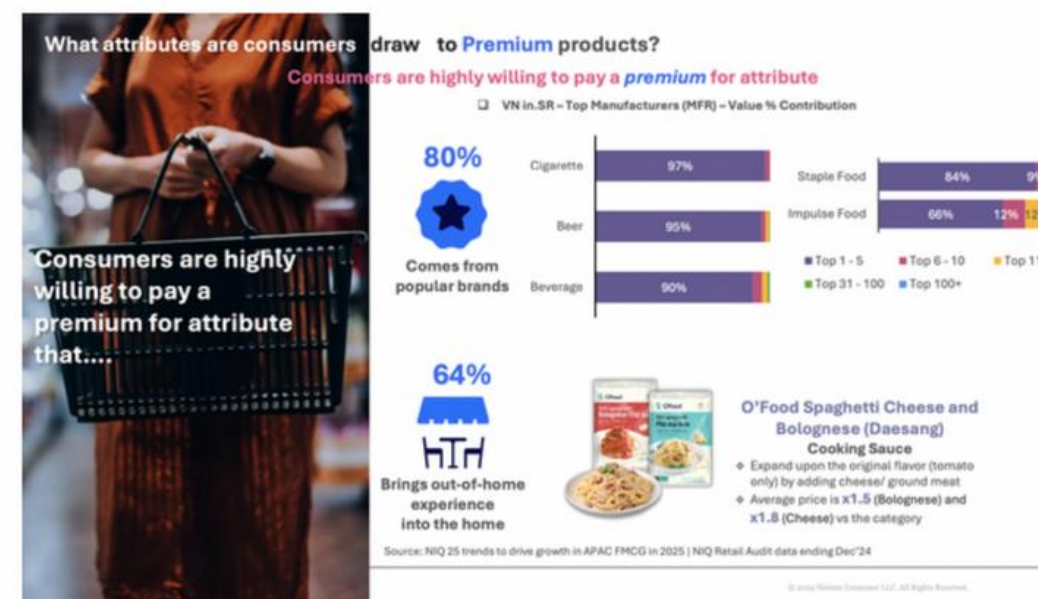
01. CHALLENGES

CONSUMERS REMAIN HIGHLY CAUTIOUS IN THEIR SPENDING

Raising prices to maximize profits is no longer considered a viable long-term strategy. Instead, businesses are now urged to focus on delivering real value to consumers. When a product offers compelling value, its price is more likely to be accepted naturally by the market. Currently, the trend of "Go Distinctive, Go Premium" is shaping consumer behavior. Customers are willing to pay more for products that are not only high in quality but also differentiated, sustainable, and trustworthy.

Modern consumers are increasingly open to paying a premium for standout features such as:

- Unique experiences (64%)
- Reputable brands (80%)
- New flavors, convenience, and health benefits (37% of APAC consumers prioritize health-oriented products)
- Natural or organic ingredients (24% are willing to pay more)



Nguồn: Báo cáo "VN Thought Leadership - FMCG Industry Outlook for 2025" - NIQ



Nguồn: Báo cáo "VN Thought Leadership - FMCG Industry Outlook for 2025" - NIQ

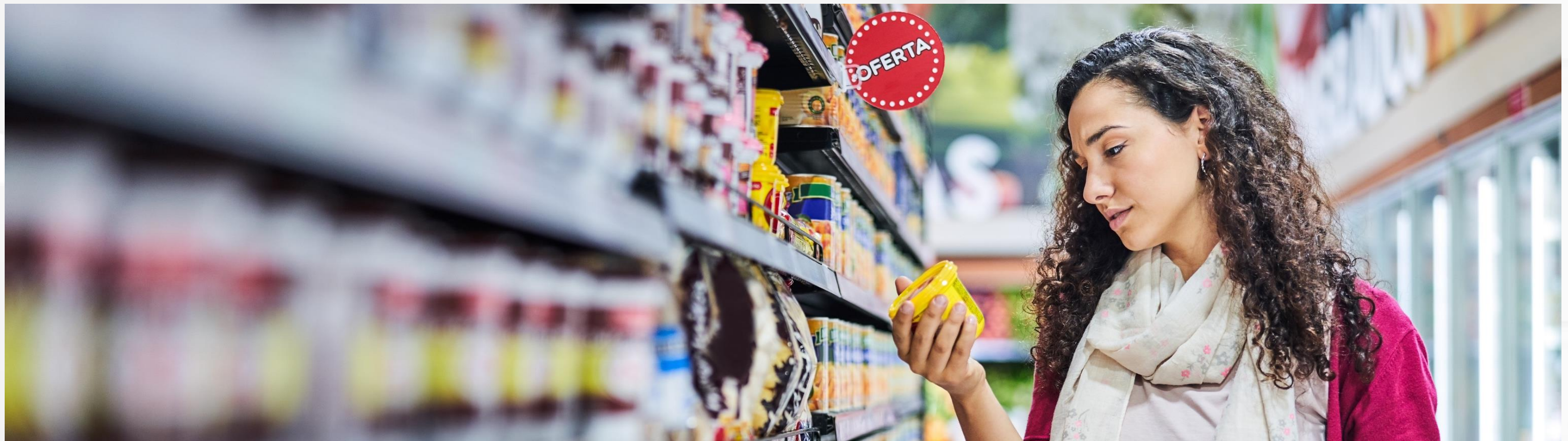


Nguồn: Báo cáo "VN Thought Leadership - FMCG Industry Outlook for 2025" - NIQ

01. CHALLENGES

CONSUMERS REMAIN HIGHLY CAUTIOUS IN THEIR SPENDING

The reality is that consumers are becoming more discerning — they are not merely buying a product, but also investing in its values and the trust it represents. A new trend has also emerged: “Downtrade but not Downgrade” — consumers are seeking more affordable options while maintaining their expectations for quality. A bottle of water must do more than quench thirst — it must also come in eco-friendly packaging. A snack must do more than taste good — it must also be healthy. In this new landscape, enhancing product value is no longer optional; it has become a critical factor for brand survival in the race to win and retain consumer trust.



01. CHALLENGES

RISING COMPETITIVE PRESSURES IN THE FMCG

The FMCG sector is experiencing intensifying competition, not only from established domestic brands but also due to the aggressive entry of international players. In response to this pressure, businesses are being forced to continuously innovate and upgrade their products and services to maintain market position and share.

At the same time, the proliferation of new brands, the expansion of product portfolios (SKUs), and the rapid growth of low-cost product lines—particularly through e-commerce platforms—have made the market more cutthroat than ever. As a result, companies are under increasing price pressure, while consumer brand loyalty is showing a noticeable decline.



COST PRESSURES RISING

Rising input material prices and escalating logistics costs—driven by global inflation—are putting significant pressure on the profit margins of FMCG businesses. Companies are increasingly challenged to balance cost control with maintaining product quality and competitiveness in a volatile market environment.

01. CHALLENGES

PROMOTIONAL CAMPAIGNS MAY ONLY CREATE AN “ILLUSION OF GROWTH”

In 2024, up to 73% of product categories recorded an increase in purchases driven by promotional activities compared to the previous year. However, not all promotions have a real impact on consumer purchasing behavior. In fact, only 40% of these categories saw a noticeable increase in total purchase volume.

This reflects a phenomenon known as the “Illusion of Growth.” According to Worldpanel’s promotion study across Asia:

- Only 60% of the incremental sales from promotions represent actual growth.
- The remaining 40% reflects a temporary shift in sales volume, failing to generate sustainable value for businesses.

In this context, many marketers and businesses fall into a FOMO mindset—rushing to follow trends set by major e-commerce platforms or high-profile livestream campaigns—resulting in strategies that lack long-term effectiveness.

Moreover, today’s consumers are increasingly informed and discerning. They seek more than just low prices; they demand product quality and value for money—expectations that short-term, non-strategic promotions often fail to meet.



02. OPPORTUNITIES

ECONOMIC GROWTH AND RISING INCOMES



Vietnam is considered one of the most dynamic economies in Southeast Asia. Thanks to a stable investment environment and strong government support policies, the country is on a path of sustainable economic growth in the coming years.

The government is actively accelerating public investment, with plans to nearly double capital spending to USD 58.7 billion by 2025, focusing on infrastructure upgrades and economic stimulation. In 2024, Vietnam's GDP grew by 7.09%, significantly surpassing the target range of 6–6.5%, and marking one of the highest annual growth rates during the 2011–2024 period—only behind 2018, 2019, and 2022.

According to the International Monetary Fund (IMF), Vietnam's real GDP is projected to grow by 5.8% in 2025. Meanwhile, the government has set an ambitious base-case target of 8% growth in 2025, paving the way for potential double-digit growth from 2026 onward.

If these projections materialize, Vietnam's total GDP and GDP per capita are expected to reach USD 500 billion and USD 5,000, respectively. This will be a major milestone, unlocking significant growth potential across various sectors—particularly in consumer goods and retail. This trend is already visible in the rise of per capita spending on fast-moving consumer goods (FMCG), which increased from USD 305 in 2019 to USD 369 in 2024.

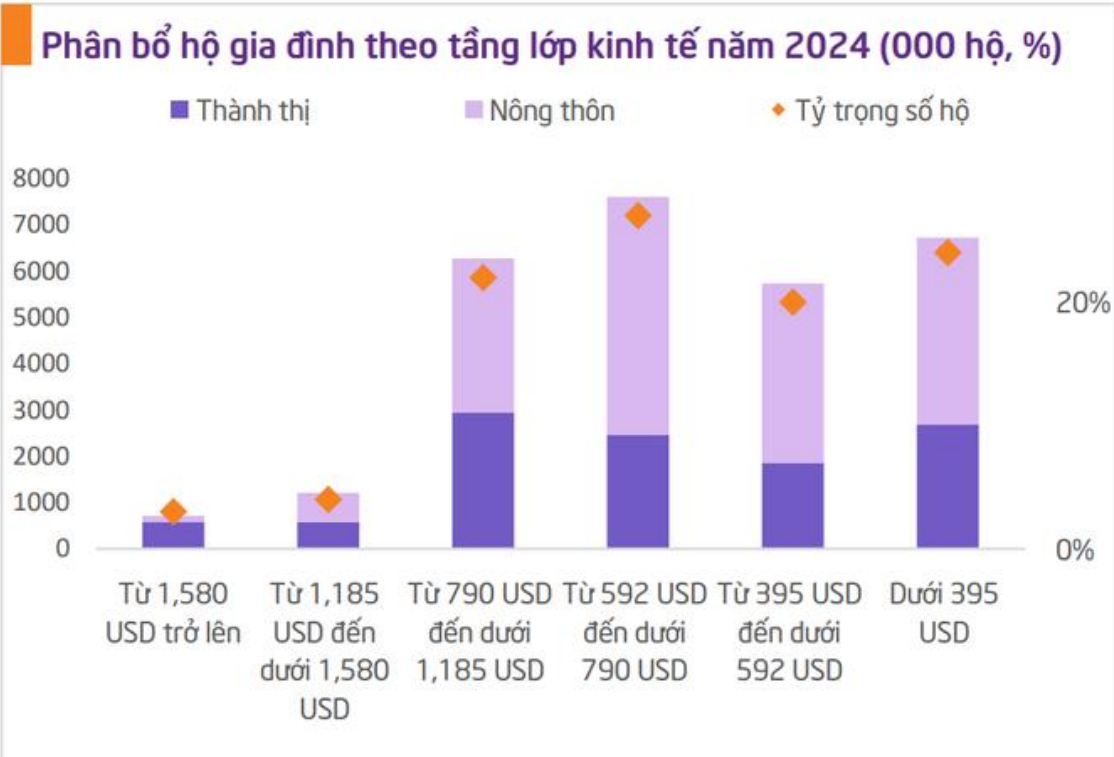
02. OPPORTUNITIES

EXPANDING MIDDLE CLASS: A POWERFUL BOOST FOR CONSUMPTION

According to TPS Research and World Data Lab, Vietnam’s middle class is expected to grow by an additional 23.2 million people over the next decade. As of 2024, 56% of Vietnamese households earn over VND 15 million per month. The rising number of middle-income consumers is directly driving demand—particularly in essential categories such as food, healthcare, and fashion.

In parallel, Vietnam's current demographic structure offers a significant advantage: 62% of the population is of working age in 2024, with 49% aged between 20 and 39—a segment known for its strong purchasing power and openness to new trends.

However, this demographic dividend is projected to gradually decline after 2036. This presents an urgent challenge for businesses: to maintain sustainable growth, they must continuously innovate in business models, product offerings, and market approaches.



Household Distribution in Vietnam by Economic Class, 2024
Source: Compiled from Cimigo, Mordor Intelligence & TPS Research

02. OPPORTUNITIES

CHANGING CONSUMER BEHAVIOR & THE RISE OF SUSTAINABILITY

According to the FMCG Industry Outlook 2025 by NIQ Vietnam, Vietnamese consumers' financial sentiment is gradually recovering, especially in Q4/2024. The proportion of consumers who believe that "Vietnam is not in a recession" rose to 45%, indicating a notable improvement in consumer confidence.

Despite this recovery, spending on food, healthcare, and education remains a top concern. To adapt, consumers have shifted their behaviors:

- 59% are cooking more at home
- 56% are proactively reducing waste
- 46% are cutting back on non-essential purchases

In parallel, awareness of sustainable consumption is on the rise. According to a PwC survey:

- 74% of consumers are willing to pay 20% more for recycled or eco-friendly products
- 85% plan to purchase electric or hybrid vehicles within the next three years

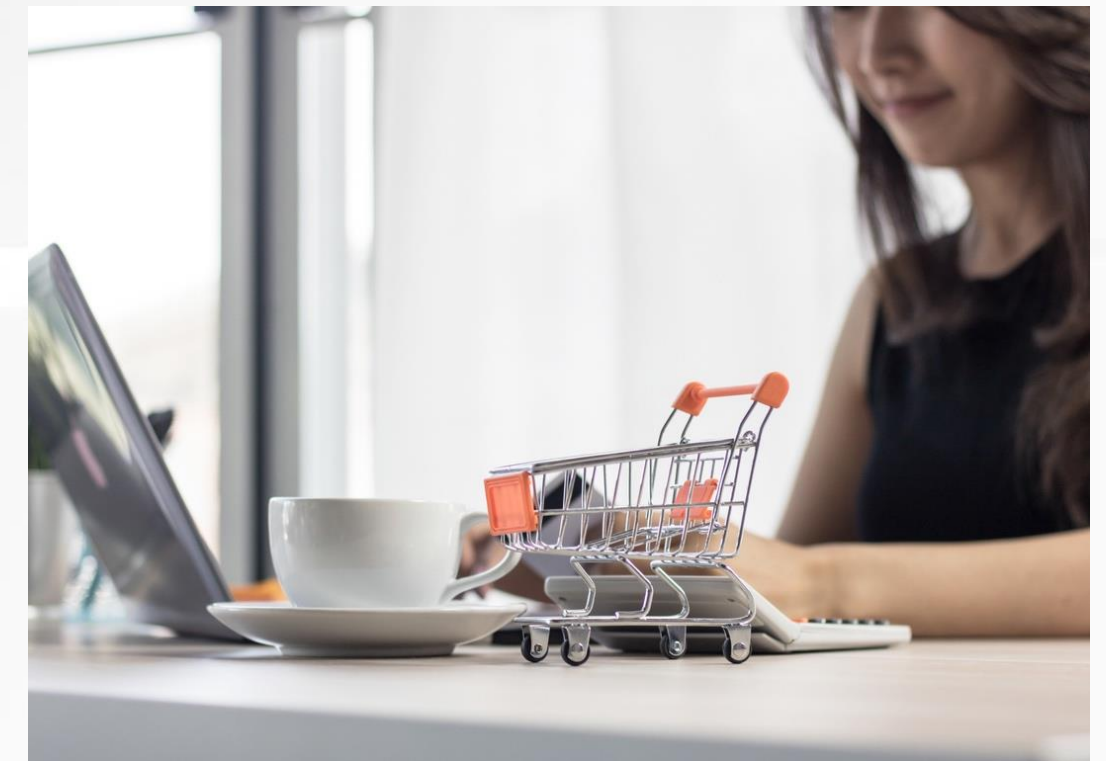
Today's consumers care not only about price, but also about brand reputation and environmental commitment. This trend is pushing businesses to adopt greener solutions—not only to elevate brand value but also to build long-term competitive advantage.

These clear shifts in consumer needs and habits show that in 2025, emerging consumption trends will not only pose new challenges but also become key drivers shaping the future of Vietnam's FMCG market.

02. OPPORTUNITIES

THE RISE OF MODERN RETAIL CHANNELS

Supermarket chains, convenience stores, and e-commerce platforms are rapidly expanding, gradually replacing traditional channels such as wet markets and mom-and-pop stores. Vietnamese consumers are increasingly prioritizing shopping experiences that are more convenient, efficient, and professionally managed.



02. OPPORTUNITIES

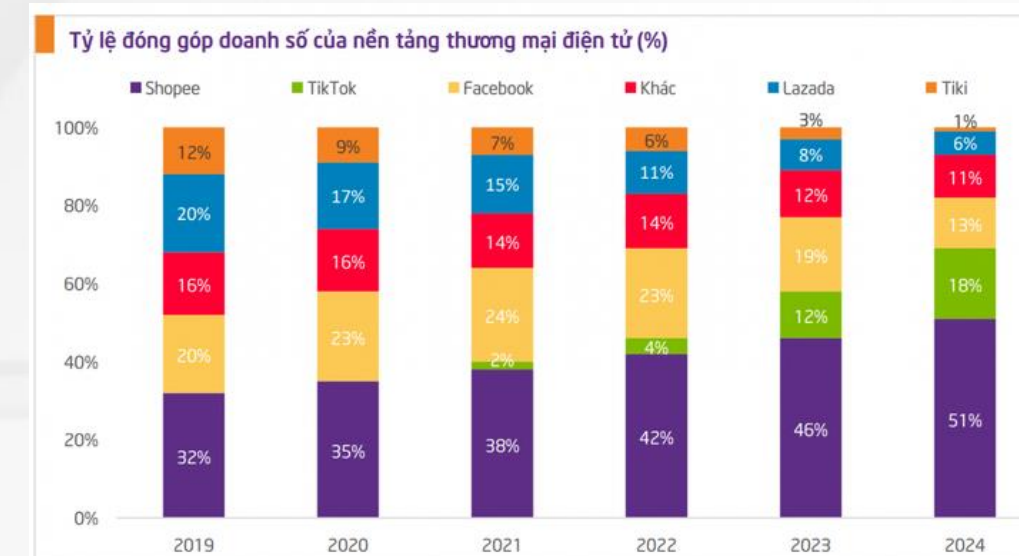
THE RISE OF E-COMMERCE & LIVESTREAM SHOPPING

The rapid shift toward digital payments and online shopping is reshaping Vietnam’s consumer landscape. E-commerce and social media are not only transforming how people search for products but also revolutionizing their daily shopping behaviors.

According to NielsenIQ, Vietnamese consumers now spend an average of 13 hours per week watching livestream shopping sessions, with 64% making instant purchases during live broadcasts. Key drivers include convenience, attractive promotions, and a wide product selection.

Platforms such as Shopee, TikTok Shop, and Lazada are leading the way—TikTok Shop in particular has emerged as a standout in social commerce, recording a 23% increase in revenue in 2024.

Additionally, the “Clicks to Bricks” trend is gaining momentum as brands leverage digital platforms to build brand awareness online, then expand to offline distribution channels to enhance the customer experience.



Tỷ lệ đóng góp doanh số của các nền tảng thương mại điện tử tại Việt Nam (2019–2024).

Nguồn: Cimigo, Mordorintelligence & TPS Research tổng hợp.

03. PROPOSED STRATEGIC SOLUTIONS

The FMCG market is currently facing intense competition, rapidly shifting consumer trends, and a wealth of emerging opportunities.

To achieve sustainable growth, businesses must remain agile, anticipate market changes, and strike a balance between attracting new customers and retaining loyal ones.

Below are several strategic directions companies may consider:

SUSTAINABLE BUSINESS & CUSTOMER EXPERIENCE

In a highly competitive landscape, products must deliver real value, and brands need to foster emotional connections with consumers.

Modern consumers increasingly prioritize eco-friendly, sustainable, and utility-driven products—making investment in such offerings a wise long-term strategy.

Moreover, marketing efforts should be closely tied to the customer experience—spanning from first brand impressions to the post-purchase journey.

Delivering consistent value and meaningful experiences is key to building a loyal customer base—an essential foundation for sustainable business growth.

IN-DEPTH MARKET INSIGHT – TRULY UNDERSTANDING YOUR CONSUMERS

In a rapidly shifting market, thorough research is a must. Businesses need a deep grasp of consumer behavior, emerging trends, and evolving expectations to stay relevant.

At the same time, analyzing competitors provides valuable insights to carve out a unique positioning—empowering brands not just to adapt, but to lead in shaping future consumer trends.

03. PROPOSED STRATEGIC SOLUTIONS

INNOVATION & NEW PRODUCT DEVELOPMENT (NPD)

Investing in NPD – New Product Development – is a strategic pathway for brands to stay ahead of evolving market demands. Product lines such as vegan, preservative-free, or those designed for busy lifestyles are gaining significant traction among modern consumers.

Effectively tapping into these trends enables businesses to accelerate market penetration and expand their potential customer base.

OPTIMIZING OMNICHANNEL MARKETING

Consumer behavior is increasingly fluid between online and offline shopping experiences. For FMCG businesses, building a flexible omnichannel strategy—seamlessly integrating digital platforms with traditional retail touchpoints—is essential.

An effective omnichannel approach not only strengthens brand visibility and boosts revenue across multiple sales channels but also ensures a consistent, connected experience for consumers at every touchpoint.



THANK YOU

FOR YOUR ATTENTION



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