



# DIGITAL 2021

## VIETNAM

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND  
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we  
are  
social

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**we  
are  
social**



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## IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



# DIGITAL 2021

## GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



# DIGITAL 2021

## LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2021 **GLOBAL OVERVIEW REPORT**, WITH CLOSE TO 300 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021 **LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL DIGITAL OVERVIEWS FOR EVERY COUNTRY IN THE WORLD

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE



# GLOBAL HEADLINES

JAN  
2021

# GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL  
POPULATION



**7.83**  
BILLION

URBANISATION:

**56.4%**



UNIQUE MOBILE  
PHONE USERS



**5.22**  
BILLION

vs. POPULATION:

**66.6%**

we  
are  
social

INTERNET  
USERS\*



**4.66**  
BILLION

vs. POPULATION:

**59.5%**



ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
BILLION

vs. POPULATION:

**53.6%**



JAN  
2021

# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL  
POPULATION



we  
are  
social

**+1.0%**

JAN 2021 vs. JAN 2020

**+81 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+1.8%**

JAN 2021 vs. JAN 2020

**+93 MILLION**

INTERNET  
USERS\*



**+7.3%**

JAN 2021 vs. JAN 2020

**+316 MILLION**

ACTIVE SOCIAL  
MEDIA USERS\*



**+13.2%**

JAN 2021 vs. JAN 2020

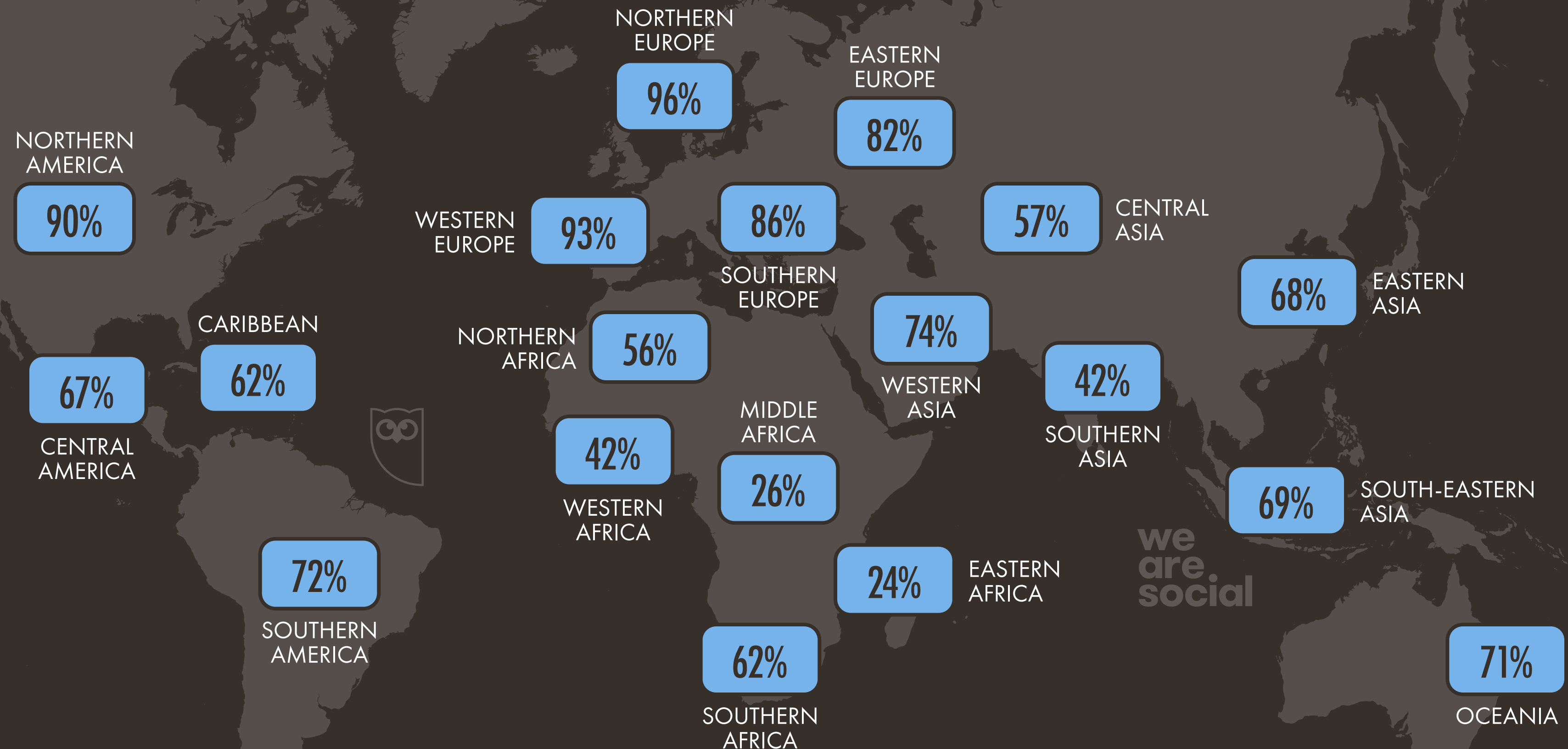
**+490 MILLION**

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2021

# INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



**SOURCES:** KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.  
**ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

we  
are  
social

we  
are  
social



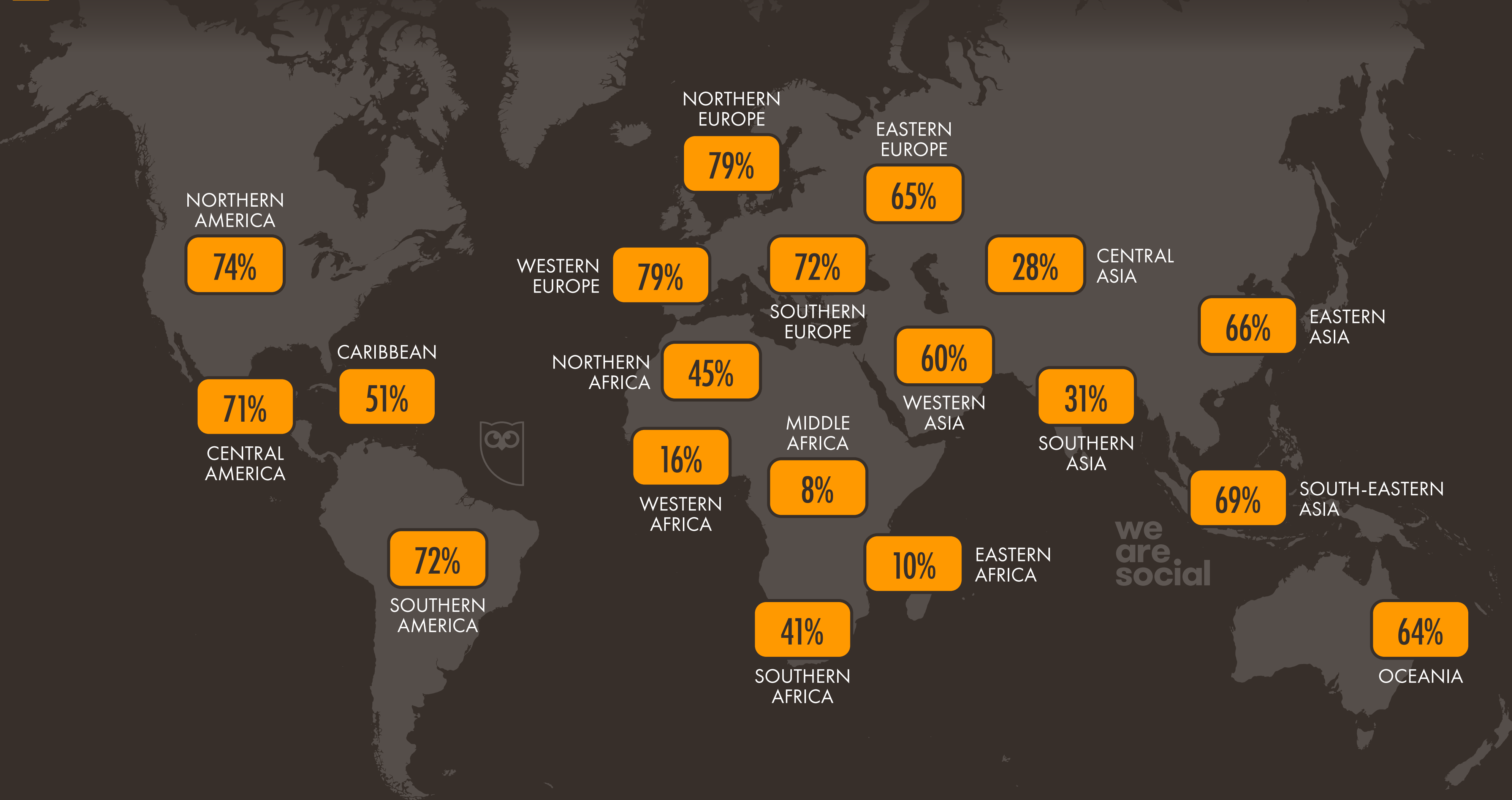
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# SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS\* IN EACH REGION COMPARED TO TOTAL POPULATION

 THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

\*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme.  **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we  
are  
social

we  
are  
social

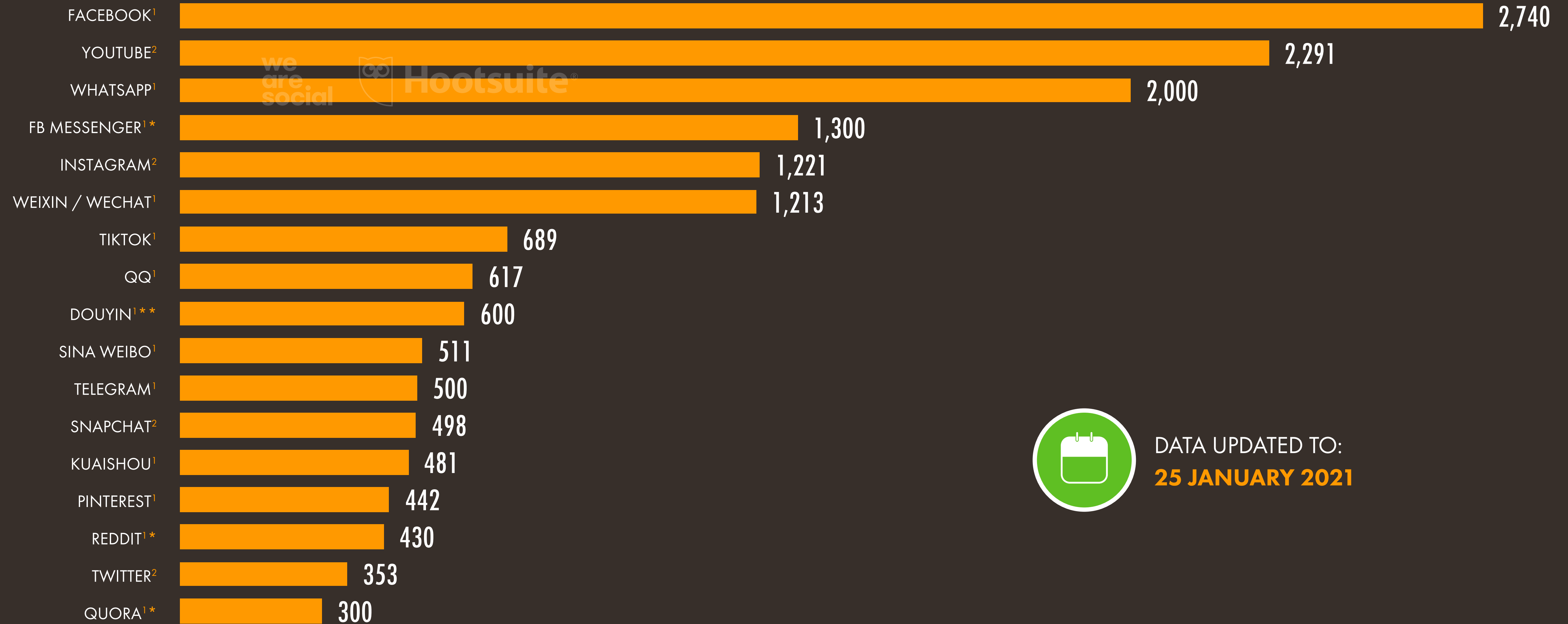


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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS\*



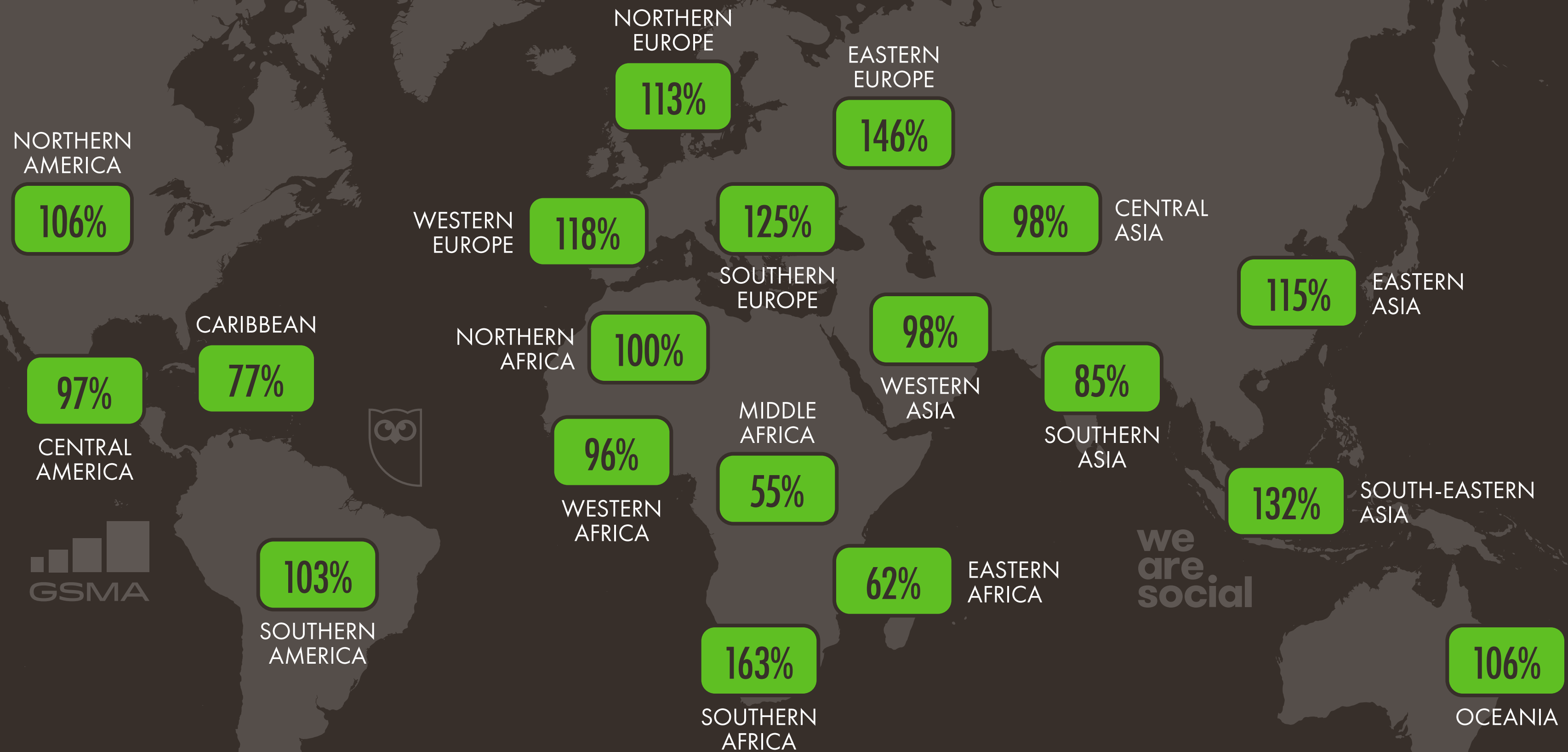
DATA UPDATED TO:  
**25 JANUARY 2021**

**SOURCES:** KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.  
**\*NOTES:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (\*\*) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

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# MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



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# MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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# GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE  
RETAIL SITE OR STORE  
(ANY DEVICE)



90.4%

USED A SHOPPING  
APP ON A MOBILE  
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



we  
are  
social

76.8%

PURCHASED A  
PRODUCT ONLINE  
VIA A MOBILE PHONE

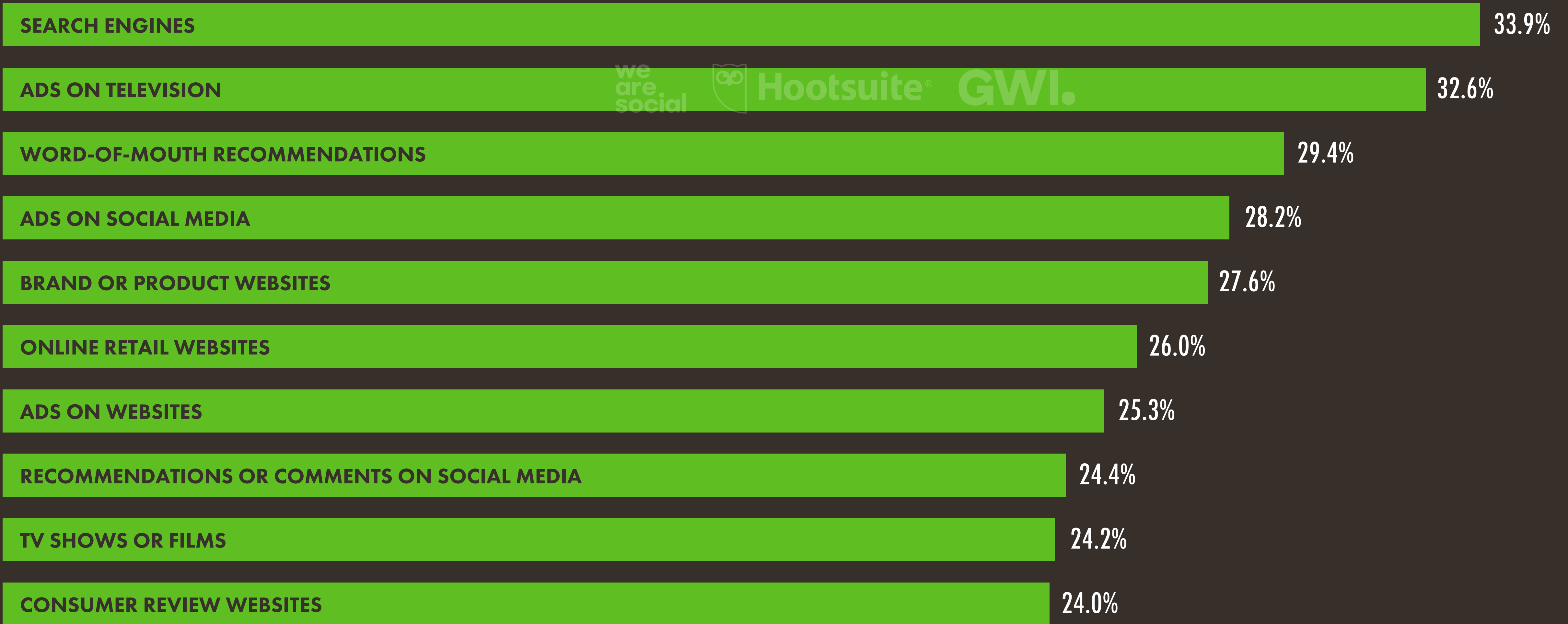


55.4%

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# SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL





**VIETNAM**

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# VIETNAM

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



VIETNAM

TOTAL  
POPULATION



**97.75**  
MILLION

URBANISATION:

**37.7%**



MOBILE  
CONNECTIONS



**154.4**  
MILLION

vs. POPULATION:

**157.9%**

we  
are  
social

INTERNET  
USERS



**68.72**  
MILLION

vs. POPULATION:

**70.3%**



ACTIVE SOCIAL  
MEDIA USERS



**72.00**  
MILLION

vs. POPULATION:

**73.7%**

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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION



VIETNAM

CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



we  
are  
social

**+0.9%**

JAN 2021 vs. JAN 2020

**+852 THOUSAND**

MOBILE  
CONNECTIONS



**+0.9%**

JAN 2021 vs. JAN 2020

**+1.3 MILLION**

INTERNET  
USERS



**+0.8%**

JAN 2021 vs. JAN 2020

**+551 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



**+10.8%**

JAN 2021 vs. JAN 2020

**+7.0 MILLION**

JAN  
2021

# POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



VIETNAM

TOTAL  
POPULATION



we  
are  
social

97.75  
MILLION

FEMALE  
POPULATION



50.1%

MALE  
POPULATION



49.9%

ANNUAL CHANGE  
IN TOTAL POPULATION



+0.9%

MEDIAN  
AGE



32.7

URBANISATION  
OF POPULATION



37.7%

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



315.3

OVERALL LITERACY  
(ADULTS AGED 15+)



95.0%

FEMALE LITERACY  
(ADULTS AGED 15+)



we  
are  
social

93.6%

MALE LITERACY  
(ADULTS AGED 15+)



96.5%

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2021

# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



VIETNAM

TOTAL  
POPULATION



we  
are  
social

**97.75**  
MILLION

POPULATION AGED  
13 AND ABOVE



KEPIOS

**79.7%**  
77.9 MILLION

POPULATION AGED  
18 AND ABOVE



HOOTSUITE

**72.8%**  
71.1 MILLION

POPULATION  
AGED 16 TO 64



**67.4%**  
65.9 MILLION

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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



VIETNAM

MOBILE PHONE  
(ANY TYPE)



97.0%



SMART  
PHONE



96.9%

GWI.

NON-SMARTPHONE  
MOBILE PHONE



19.0%



LAPTOP OR DESKTOP  
COMPUTER



66.1%

GWI.

TABLET  
DEVICE



31.9%

TV STREAMING  
STICK OR DEVICE



12.2%

GWI.

GAMES  
CONSOLE



9.2%

we  
are  
social

SMART HOME  
DEVICE



14.2%

GWI.

SMART WATCH  
OR WRISTBAND



25.1%



VIRTUAL  
REALITY DEVICE



4.2%

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# DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME\* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



VIETNAM

TIME SPENT USING THE  
INTERNET (ALL DEVICES)



6H 47M



TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



2H 40M



TIME SPENT USING  
SOCIAL MEDIA



2H 21M

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



1H 57M

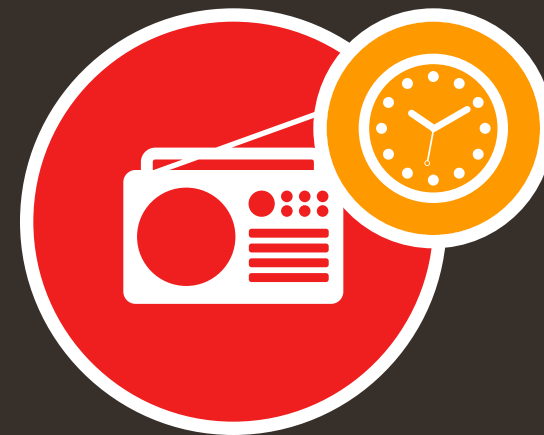
TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 09M

GWI.

TIME SPENT LISTENING  
TO BROADCAST RADIO



0H 41M

we  
are  
social

TIME SPENT LISTENING  
TO PODCASTS



0H 44M



TIME SPENT PLAYING VIDEO  
GAMES ON A GAMES CONSOLE



1H 14M



**INTERNET USE**

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# OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE



VIETNAM

USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER  
OF INTERNET USERS  
(ANY DEVICE)



**68.72**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**70.3%**

ANNUAL CHANGE  
IN THE NUMBER  
OF INTERNET USERS



**+0.8%**  
**+551 THOUSAND**

AVERAGE DAILY TIME USERS  
AGED 16 TO 64 SPEND  
USING THE INTERNET



**6H 47M**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**94.7%**

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# DIFFERENT PERSPECTIVES: INTERNET ADOPTION



VIETNAM

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART

ITU: INDIVIDUALS  
USING THE  
INTERNET



67.16  
MILLION

vs. POPULATION:

68.7%

CIA WORLD  
FACTBOOK:  
INTERNET USERS\*



68.77  
MILLION

vs. POPULATION:

70.4%

INTERNET  
WORLD STATS:  
INTERNET USERS



68.54  
MILLION

vs. POPULATION:

70.1%

WORLD BANK:  
INDIVIDUALS USING  
THE INTERNET



67.16  
MILLION

vs. POPULATION:

68.7%

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# MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**



VIETNAM

USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF  
MOBILE INTERNET USERS  
(CELLULAR AND / OR WIFI)



**65.08**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



GWI.

**94.7%**

SMARTPHONE INTERNET  
USERS AS A PERCENTAGE  
OF TOTAL INTERNET USERS



we  
are  
social

**94.3%**

FEATURE PHONE INTERNET  
USERS AS A PERCENTAGE  
OF TOTAL INTERNET USERS



GWI.

**2.9%**

AVERAGE DAILY TIME USERS  
AGED 16 TO 64 SPEND  
USING MOBILE INTERNET



**3H 18M**

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# INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



VIETNAM

AVERAGE DOWNLOAD  
SPEED OF MOBILE  
INTERNET CONNECTIONS



we  
are  
social

**34.51**  
MBPS

YEAR-ON-YEAR CHANGE IN  
AVERAGE SPEED OF MOBILE  
INTERNET CONNECTIONS



KEPIOS

**+13.6%**

AVERAGE DOWNLOAD  
SPEED OF FIXED  
INTERNET CONNECTIONS



HOOTSUITE

**60.88**  
MBPS

YEAR-ON-YEAR CHANGE IN  
AVERAGE SPEED OF FIXED  
INTERNET CONNECTIONS



**+40.7%**

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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER ICT-RELATED ACTIVITIES



VIETNAM

MOBILE  
PHONES



40.1%

DEC 2020 vs. DEC 2019:

+147%

+2,390 BPS

LAPTOPS &  
DESKTOPS



58.0%

DEC 2020 vs. DEC 2019:

-30%

-2,466 BPS

TABLET  
COMPUTERS



1.9%

DEC 2020 vs. DEC 2019:

+67%

+76 BPS

OTHER  
DEVICES



[N/A]

DEC 2020 vs. DEC 2019:

[N/A]

[N/A]



**SOURCE:** STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. PERCENTAGE CHANGE VALUES REPRESENT **RELATIVE CHANGE** (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.



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# SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



VIETNAM

CHROME



63.7%

Y-O-Y: -5.1%



SAFARI



14.5%

Y-O-Y: +70%

we  
are  
social

FIREFOX



2.8%

Y-O-Y: -25%



SAMSUNG INTERNET



2.6%

Y-O-Y: +136%

MICROSOFT EDGE\*



2.9%

Y-O-Y: +256%

we  
are  
social

OPERA



1.5%

Y-O-Y: -26%



INTERNET EXPLORER



1.7%

Y-O-Y: +207%



OTHER



10.4%

Y-O-Y: -36%

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# TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH



VIETNAM

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.08B	54.2M	19M 53S	6.84	11	TUOITRE.VN	136M	22.7M	12M 17S	2.90
02	VNEXPRESS.NET	475M	32.3M	16M 46S	4.41	12	BAOMOI.COM	126M	20.7M	15M 56S	5.90
03	24H.COM.VN	313M	31.3M	15M 47S	4.82	13	XOSO.COM.VN	125M	20.2M	13M 06S	1.73
04	YOUTUBE.COM	266M	37.4M	32M 02S	4.63	14	THANHNIEN.VN	123M	25.4M	8M 32S	3.22
05	KENH14.VN	263M	32.8M	11M 09S	4.27	15	WIKIPEDIA.ORG	104M	26.5M	8M 58S	2.05
06	FACEBOOK.COM	254M	32.6M	25M 58S	5.50	16	SOHA.VN	98.5M	19.4M	13M 13S	4.26
07	XOSODAIPHAT.COM	220M	29.3M	18M 03S	2.23	17	TRUYENFULL.VN	93.4M	6.18M	1M 45S	12.23
08	GOOGLE.COM.VN	177M	19.9M	14M 25S	7.53	18	ZING.VN	90.0M	12.5M	12M 02S	4.75
09	DANTRI.COM.VN	164M	18.1M	14M 08S	4.27	19	NETTRUYEN.COM	88.7M	9.08M	34M 12S	11.92
10	VIETNAMNET.VN	142M	28.0M	11M 21S	3.38	20	SHOPEE.VN	87.8M	32.9M	13M 51S	5.36

**SOURCE:** SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN  
2021

# TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)



VIETNAM

#	WEBSITE	MOBILE SHARE	COMPUTER SHARE	FEMALE SHARE	MALE SHARE	AGE 18-24 SHARE	AGE 25-34 SHARE	AGE 35-44 SHARE	AGE 45-54 SHARE	AGE 55-64 SHARE	AGE 65+ SHARE
01	GOOGLE.COM	77.4%	22.6%	42.6%	57.4%	17.4%	32.0%	17.0%	12.9%	11.6%	9.1%
02	VNEXPRESS.NET	92.4%	7.6%	45.4%	54.6%	45.3%	33.5%	7.1%	8.7%	4.2%	1.2%
03	24H.COM.VN	92.5%	7.5%	43.4%	56.6%	45.6%	33.4%	7.0%	8.9%	3.9%	1.2%
04	YOUTUBE.COM	37.1%	62.9%	41.4%	58.6%	19.3%	34.8%	16.7%	11.5%	9.4%	8.3%
05	KENH14.VN	91.2%	8.8%	47.9%	52.1%	45.3%	34.2%	7.3%	7.8%	3.9%	1.5%
06	FACEBOOK.COM	53.6%	46.4%	47.5%	52.5%	15.2%	28.6%	17.8%	14.5%	12.8%	11.1%
07	XOSODAIPHAT.COM	98.6%	1.4%	36.1%	63.9%	46.9%	31.8%	7.2%	9.1%	3.6%	1.5%
08	GOOGLE.COM.VN	68.9%	31.1%	40.2%	59.8%	35.1%	33.7%	11.4%	9.7%	6.6%	3.4%
09	DANTRI.COM.VN	92.2%	7.8%	45.0%	55.0%	45.2%	33.1%	7.0%	9.1%	4.4%	1.3%
10	VIETNAMNET.VN	90.3%	9.7%	43.7%	56.3%	45.9%	33.1%	6.8%	8.9%	4.1%	1.1%



**SOURCE:** SEMRUSH (JAN 2021). **NOTES:** FIGURES REPRESENT WEBSITE TRAFFIC ONLY, AND DO NOT INCLUDE USE OF NATIVE MOBILE APPS. DEVICE SHARE BASED ON TOTAL WEBSITE TRAFFIC IN DECEMBER 2020. AGE AND GENDER SHARES BASED ON UNIQUE VISITORS AGED 18+ IN DECEMBER 2020. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' VISITORS, SO FIGURES SHOWN HERE REPRESENT SHARE OF THOSE GENDERS. **ADVISORY:** SOME WEBSITES IN THIS LIST MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.



JAN  
2021

# WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020



VIETNAM

#	WEBSITE	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS
01	GOOGLE.COM	2.28%	0.70%	0.09%	0.03%	0.02%	0.04%	0.06%
02	VNEXPRESS.NET	2.01%	0.09%	0.07%	0.005%	0.03%	0.008%	0.006%
03	24H.COM.VN	0.87%	0.14%	0.003%	0.003%	0.003%	0.006%	[N/A]
04	YOUTUBE.COM	4.03%	0.47%	0.07%	0.12%	[N/A]	0.04%	0.13%
05	KENH14.VN	2.82%	0.18%	0.58%	0.005%	0.01%	0.02%	[N/A]
06	FACEBOOK.COM	0.004%	1.61%	0.34%	0.09%	0.02%	0.06%	0.009%
07	XOSODAIPHAT.COM	0.16%	0.20%	0.03%	[N/A]	[N/A]	0.01%	0.03%
08	GOOGLE.COM.VN	1.10%	0.32%	0.02%	0.04%	0.008%	0.04%	0.008%
09	DANTRI.COM.VN	1.24%	0.14%	0.20%	[N/A]	[N/A]	[N/A]	[N/A]
10	VIETNAMNET.VN	0.87%	0.06%	0.04%	[N/A]	0.01%	0.01%	[N/A]

we  
are  
social



**JAN  
2021**

# TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN **DECEMBER 2020**, ACCORDING TO **SIMILARWEB**



**VIETNAM**

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.15B	55.8M	10M 58S	8.9	11	ZINGNEWS.VN	71.6M	16.2M	6M 25S	3.8
02	YOUTUBE.COM	590M	31.5M	23M 32S	11.6	12	SHOPEE.VN	68.2M	17.0M	8M 36S	9.8
03	FACEBOOK.COM	555M	38.6M	16M 18S	12.9	13	XOSO.COM.VN	66.7M	9.41M	0M 14S	1.7
04	XOSODAIPHAT.COM	124M	14.7M	0M 11S	1.4	14	TUOITRE.VN	55.8M	13.0M	3M 42S	2.3
05	VLXX.XYZ	117M	17.1M	0M 29S	3.5	15	BAOMOI.COM	46.2M	8.87M	6M 20S	4.0
06	VNEXPRESS.NET	99.4M	9.54M	6M 08S	3.9	16	MINHNGOC.NET.VN	45.4M	6.43M	1M 38S	2.1
07	ZALO.ME	87.0M	21.8M	2M 56S	2.1	17	THANHNIEN.VN	44.8M	12.6M	3M 05S	2.7
08	GOOGLE.COM.VN	85.1M	10.4M	7M 51S	10.4	18	DANTRI.COM.VN	43.8M	7.16M	15M 57S	6.1
09	KENH14.VN	81.2M	11.7M	5M 43S	3.8	19	WIKIPEDIA.ORG	39.9M	12.3M	3M 49S	2.7
10	24H.COM.VN	77.7M	9.73M	13M 02S	5.5	20	VIETNAMNET.VN	38.1M	10.2M	3M 32S	2.9

**SOURCE:** SIMILARWEB (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTE:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

JAN  
2021

# TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA\*



VIETNAM

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02	11	ZINGNEWS.VN	8M 02S	6.93
02	YOUTUBE.COM	17M 23S	9.86	12	KENH14.VN	7M 33S	4.64
03	FACEBOOK.COM	18M 47S	8.82	13	ANIMEVNN.COM	1M 57S	1.00
04	GOOGLE.COM.VN	5M 02S	6.77	14	WIKIPEDIA.ORG	3M 48S	3.10
05	SHOPEE.VN	15M 09S	10.10	15	DANTRI.COM.VN	7M 12S	3.94
06	VNEXPRESS.NET	9M 05S	4.81	16	TIKI.VN	6M 39S	7.01
07	LAODONG.VN	3M 09S	1.93	17	ZALO.ME	5M 04S	2.10
08	THETHAO247.VN	2M 59S	2.04	18	LAZADA.VN	9M 15S	7.38
09	VTV.VN	2M 14S	1.73	19	YAHOO.COM	5M 08S	4.74
10	24H.COM.VN	7M 14S	6.37	20	STACKOVERFLOW.COM	6M 10S	3.92



JAN  
2021

# GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



VIETNAM

#	SEARCH QUERY	INDEX
01	PHIM	100
02	XSMB	59
03	DỊCH	45
04	XSMN	45
05	BAO	40
06	GOOGLE	35
07	THỜI TIẾT	24
08	SỐ MIỀN NAM	22
09	YOUTUBE	22
10	XỔ SỐ MIỀN BẮC	22

#	SEARCH QUERY	INDEX
11	XỔ SỐ MIỀN NAM	22
12	FACEBOOK	20
13	XO SO	20
14	GOOGLE DỊCH	17
15	24H	16
16	SXMB	16
17	BONG DA	15
18	XS	13
19	KẾT QUẢ XỔ SỐ	11
20	VN	11

we  
are  
social



JAN  
2021

# ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM\* FOR ONLINE SEARCHES



VIETNAM

USED A CONVENTIONAL  
SEARCH ENGINE IN THE  
PAST MONTH (ANY DEVICE)



we  
are  
social

98.8%

USED VOICE SEARCH OR  
VOICE COMMANDS IN THE  
PAST MONTH (ANY DEVICE)



GWI.

44.4%

USE SOCIAL MEDIA AS A MAIN  
SOURCE WHEN RESEARCHING  
BRANDS (ANY DEVICE)



62.6%

USED IMAGE RECOGNITION  
TOOLS IN THE PAST MONTH  
(MOBILE DEVICES ONLY)



44.4%

JAN  
2021

# ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



VIETNAM

WATCH  
ONLINE VIDEOS



GWI.

97.6%

WATCH  
VLOGS



61.2%

LISTEN TO MUSIC  
STREAMING SERVICES



GWI.

73.2%

LISTEN TO ONLINE  
RADIO STATIONS



we  
are  
social

44.4%

LISTEN TO OR  
WATCH PODCASTS



37.9%

JAN  
2021

# PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



VIETNAM

ANY DEVICE



92.1%

GWI.

SMARTPHONE



85.0%



LAPTOP OR DESKTOP



44.4%



GAMES CONSOLE



8.6%

TABLET DEVICE



22.6%

we  
are  
social

HANDHELD GAMING DEVICE



12.4%

GWI.

MEDIA STREAMING DEVICE



3.3%



VIRTUAL REALITY HEADSET



4.6%



JAN  
2021

# OVERVIEW OF THE SMART HOME DEVICE MARKET



VIETNAM

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS

NUMBER OF HOMES WITH  
SMART HOME DEVICES



**2.05**  
MILLION



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



**\$123.0**  
MILLION



VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



**\$13.61**  
MILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



**\$63.64**  
MILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



**\$18.32**  
MILLION



VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



**\$16.53**  
MILLION



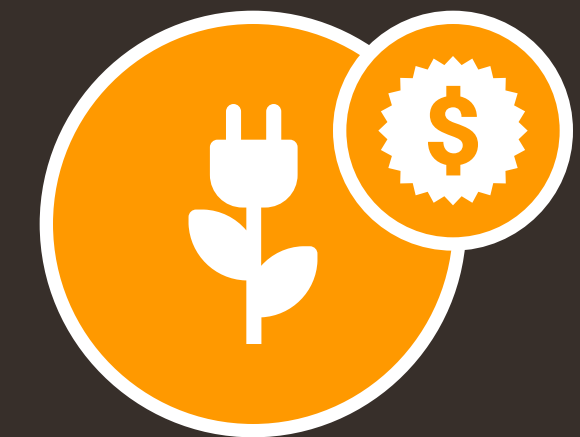
VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



**\$5.16**  
MILLION



VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



**\$5.74**  
MILLION

JAN  
2021

# AVERAGE ANNUAL REVENUE PER SMART HOME



VIETNAM

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

PENETRATION OF  
SMART HOME DEVICES\*



9.2%



ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$60



ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$22



ARPU\*: SMART  
HOME APPLIANCES



\$79

ARPU\*: SMART HOME  
SECURITY DEVICES



\$18



ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$16



ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$5



ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$8

JAN  
2021

# SMART HOME MARKET: ANNUAL VALUE GROWTH



VIETNAM

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES

REVISIONS TO HISTORICAL FIGURES MEAN VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+13.6%



Y-O-Y VALUE CHANGE: OVERALL  
SMART HOME DEVICES MARKET



+54.4%



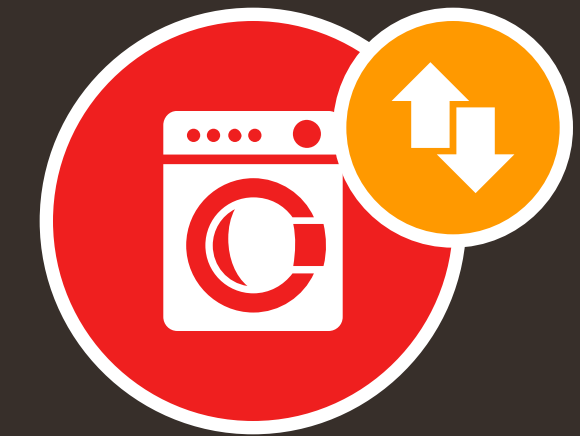
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+71.8%



Y-O-Y VALUE CHANGE: SMART  
HOME APPLIANCES MARKET



+52.1%

Y-O-Y VALUE CHANGE: SMART  
HOME SECURITY DEVICE MARKET



+54.2%



Y-O-Y VALUE CHANGE: SMART HOME  
ENTERTAINMENT DEVICE MARKET



+46.8%



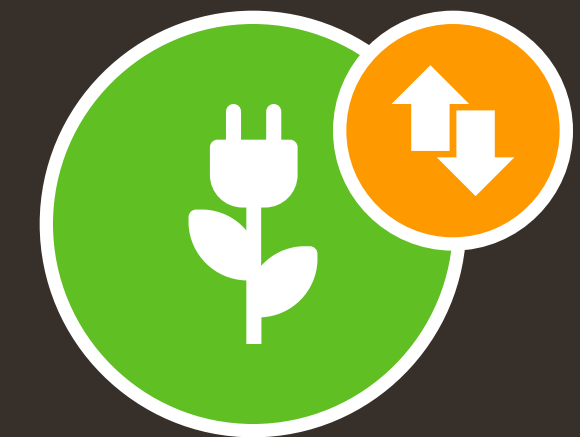
Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+55.4%



Y-O-Y VALUE CHANGE: SMART HOME  
ENERGY MANAGEMENT MARKET



+67.2%

JAN  
2021

# ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS\* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING



VIETNAM

SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH



we  
are  
social

36.6%

EXPRESSED CONCERN ABOUT WHAT IS REAL OR FAKE ON THE INTERNET\*



[N/A]

EXPRESSED CONCERN ABOUT HOW COMPANIES USE PERSONAL DATA



GWl.

31.8%

USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH



34.7%

DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH



49.4%



**SOCIAL MEDIA USE**

JAN  
2021

# SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



VIETNAM

DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS\*



we  
are  
social

**72.00**  
MILLION

SOCIAL MEDIA USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



KEPIOS

**73.7%**

ANNUAL CHANGE  
IN THE NUMBER OF  
SOCIAL MEDIA USERS



KEPIOS

**+10.8%**  
**+7.0 MILLION**

NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



KEPIOS

**71.14**  
MILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**98.8%**

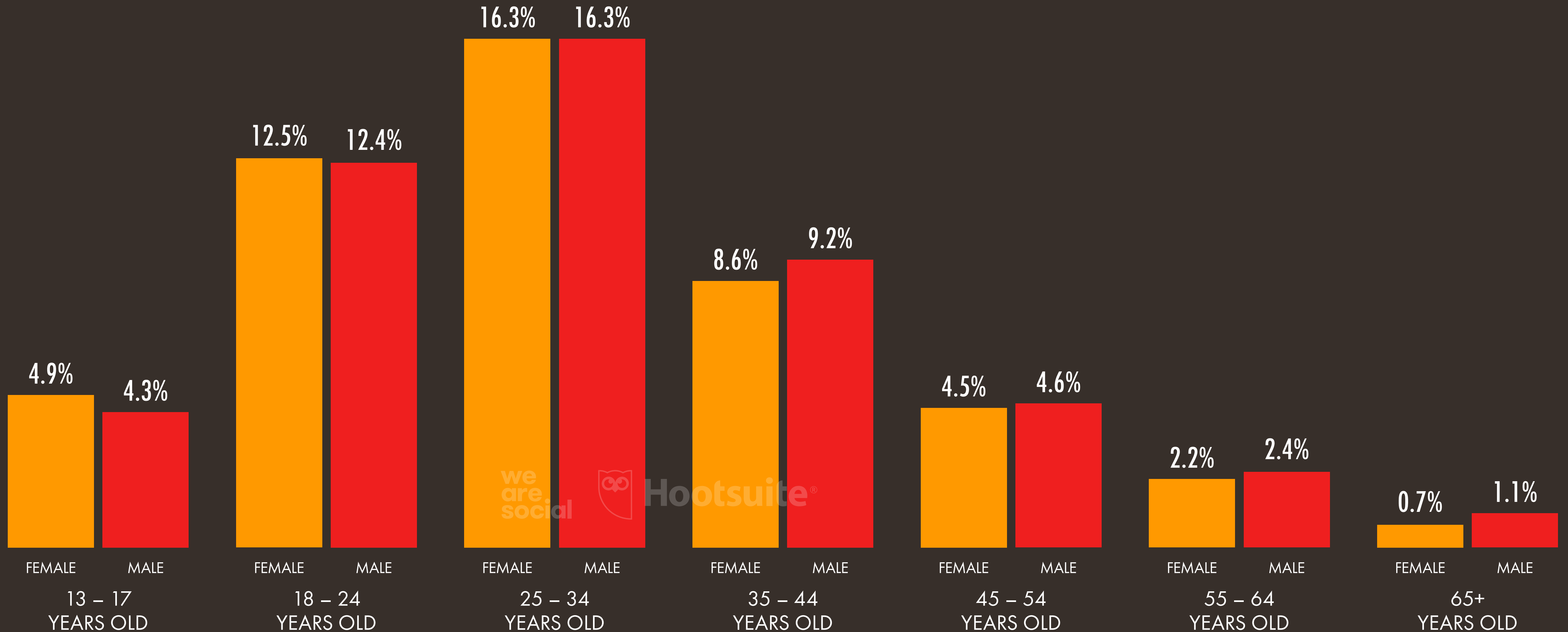
JAN  
2021

# SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER\*



VIETNAM



JAN  
2021

# SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



VIETNAM

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



99.8%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



GWI.

88.0%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



we are social

2H 21M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



GWI.

9.9

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES\*



55.9%

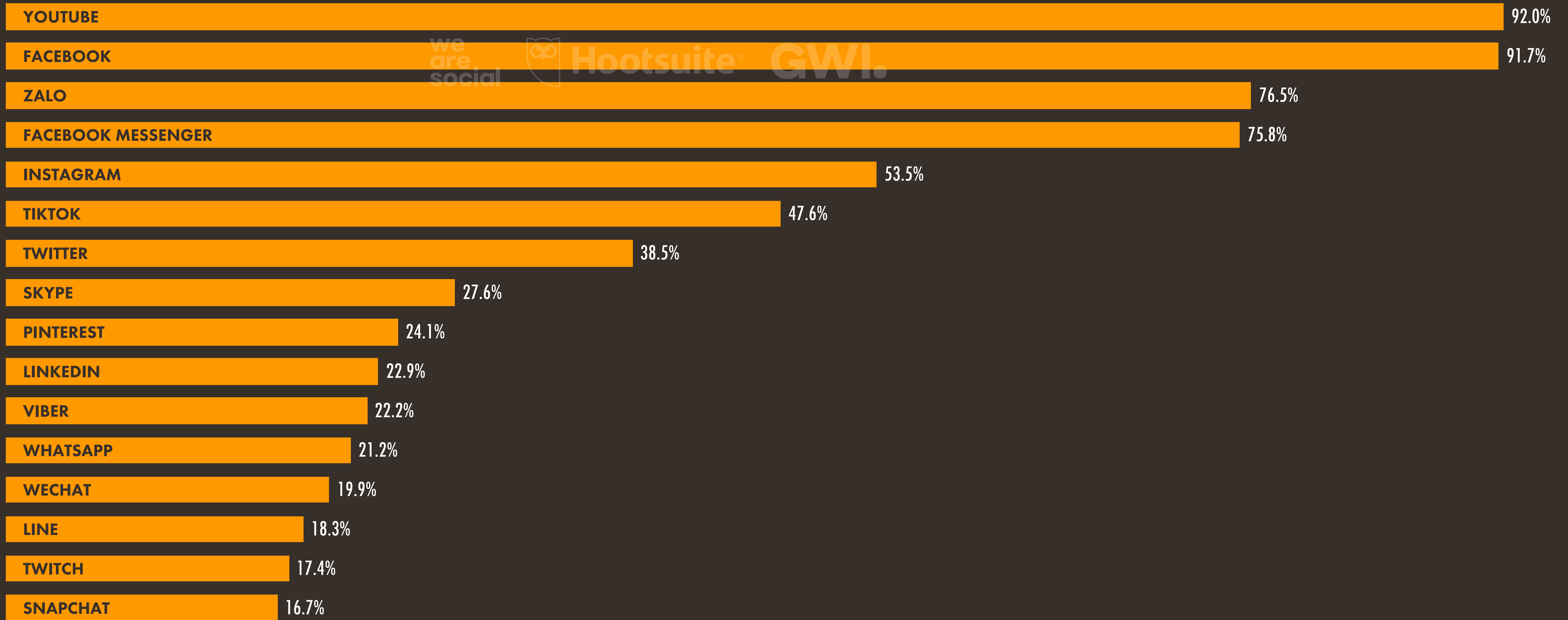
JAN  
2021

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



VIETNAM



JAN  
2021

# FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



VIETNAM

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON FACEBOOK



we  
are  
social

68.00  
MILLION

FACEBOOK'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



87.3%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



+4.6%  
+3.0 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



49.3%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



50.7%

JAN  
2021

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



VIETNAM

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



98.8%

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA LAPTOP  
OR DESKTOP COMPUTERS ONLY



1.2%

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA BOTH  
PHONES AND COMPUTERS



17.7%

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA  
MOBILE PHONES ONLY



81.1%

JAN  
2021

# FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



VIETNAM

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



8

FEMALE: MALE:

9 7

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



7

FEMALE: MALE:

10 6

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

2 1

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



15

FEMALE: MALE:

19 14

JAN  
2021

# FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE **POST ENGAGEMENTS** (REACTIONS, COMMENTS, AND SHARES) COMPARED TO FACEBOOK **PAGE FANS**

 CHANGES IN FACEBOOK'S POLICIES MEAN THE DATA ON THIS CHART **MAY NOT BE COMPARABLE** WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS



VIETNAM

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **ALL POST TYPES**



**0.08%**

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **PHOTO POSTS**



**0.12%**

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **VIDEO POSTS**



**0.10%**

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **LINK POSTS**



**0.05%**

AVERAGE TOTAL POST  
ENGAGEMENTS\* vs. PAGE  
FANS: **STATUS POSTS**



**0.08%**

JAN  
2021

# YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE



VIETNAM

POTENTIAL AUDIENCE\*  
THAT GOOGLE REPORTS  
CAN BE REACHED USING  
ADVERTS ON YOUTUBE



55.70  
MILLION

YOUTUBE'S ADVERTISING  
AUDIENCE AGED 18+  
COMPARED TO THE TOTAL  
POPULATION AGED 18+



61.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT YOUTUBE  
REPORTS IS FEMALE\*



49.8%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT YOUTUBE  
REPORTS IS MALE\*



50.2%

JAN  
2021

# TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



VIETNAM

#	SEARCH QUERY	INDEX
01	PHIM	100
02	NHẠC	81
03	REMIX	71
04	KARAOKE	68
05	TIK TOK	37
06	MA	30
07	DORAEMON	28
08	TONY TV	22
09	DI DI	18
10	GAY	18

#	SEARCH QUERY	INDEX
11	FREE FIRE	16
12	GAY TV	15
13	THIEU NHI	15
14	SIÊU NHÂN	14
15	GAY TV MEDIA	14
16	HÀI	12
17	ONE PIECE	12
18	NHAC TRE	12
19	CONAN	12
20	NHAC THIEU NHI	12



we  
are  
social



JAN  
2021

# INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



VIETNAM

POTENTIAL AUDIENCE\* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM



9.50  
MILLION

INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



12.2%

QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH



+4.4%  
+400 THOUSAND

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE\*



62.1%

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE\*



37.9%

JAN  
2021

# FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



VIETNAM

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON MESSENGER



we  
are  
social

53.00  
MILLION

MESSENGER'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



68.1%

PERCENTAGE OF  
MESSENGER'S AD  
AUDIENCE THAT FACEBOOK  
REPORTS IS FEMALE\*



49.1%

PERCENTAGE OF  
MESSENGER'S AD  
AUDIENCE THAT FACEBOOK  
REPORTS IS MALE\*



50.9%

JAN  
2021

# LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



VIETNAM

POTENTIAL AUDIENCE\* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN



3.70  
MILLION

LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+



5.2%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH



+2.8%  
+100 THOUSAND

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE\*



52.2%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE\*



47.8%

JAN  
2021

# TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



VIETNAM

POTENTIAL AUDIENCE\*  
THAT TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



KEPIOS

1.25  
MILLION

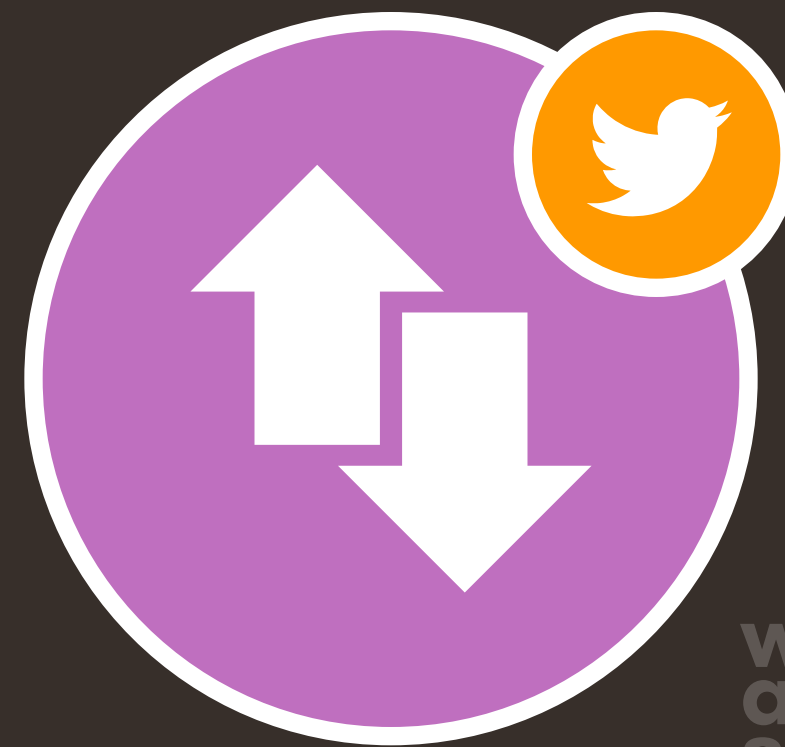
TWITTER'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



we are social

1.6%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



we are social

+4.2%  
+50 THOUSAND

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



we are social

17.9%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



82.1%



**MOBILE USE**

JAN  
2021

# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



VIETNAM

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



154.4  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



157.9%

PRE-PAID CONNECTIONS  
AS A PERCENTAGE OF ALL  
MOBILE CONNECTIONS



89.0%

POST-PAID CONNECTIONS  
AS A PERCENTAGE OF ALL  
MOBILE CONNECTIONS



11.0%

BROADBAND CONNECTIONS  
(3G-5G) AS A PERCENTAGE OF  
ALL MOBILE CONNECTIONS



64.0%

JAN  
2021

# MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



VIETNAM

OVERALL COUNTRY  
INDEX SCORE



64.60

MOBILE NETWORK  
INFRASTRUCTURE



59.99

AFFORDABILITY OF  
DEVICES AND SERVICES



58.52

CONSUMER  
READINESS



75.36

AVAILABILITY OF RELEVANT  
CONTENT AND SERVICES



65.85

JAN  
2021

# SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



VIETNAM

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

64.6%

DEC 2020 vs. DEC 2019:

+5.5%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



KEPIOS

34.5%

DEC 2020 vs. DEC 2019:

-6.8%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



owl

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



lightbulb

0.4%

DEC 2020 vs. DEC 2019:

+40%

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



0.6%

DEC 2020 vs. DEC 2019:

-63%

JAN  
2021

# MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020



VIETNAM

TOTAL CUMULATIVE HOURS SPENT USING MOBILE PHONES IN 2020 (ANDROID PHONE DEVICES ONLY)



we are social

**62.83**  
BILLION

ANNUAL CHANGE IN THE TOTAL AMOUNT OF TIME SPENT USING ANDROID MOBILE PHONES



APP ANNIE

**+30%**

TOTAL NUMBER OF MOBILE APPS DOWNLOADED THROUGHOUT 2020



HOOTSUITE

**2.78**  
BILLION

TOTAL CONSUMER SPEND ON MOBILE APPS FOR FULL-YEAR 2020



**\$290.0**  
MILLION

JAN  
2021

# USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH



VIETNAM

CHAT APPS  
(MESSENGERS)



GWI.

94.7%

SOCIAL  
NETWORKING APPS



we  
are  
social

94.5%

ENTERTAINMENT  
AND VIDEO APPS



GWI.

83.4%

MUSIC  
APPS



KEPIOS

58.0%

GAME  
APPS



57.2%

SHOPPING  
APPS



68.5%

MAP  
APPS



GWI.

72.4%

BANKING AND  
FINANCIAL SERVICES APPS



40.1%

HEALTH, FITNESS,  
AND NUTRITION APPS



GWI.

24.4%

DATING AND  
FRIENDSHIP APPS



10.7%

JAN  
2021

# MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



VIETNAM

MAKE VIDEO CALLS  
OR USE SERVICES  
LIKE FACETIME



56.2%

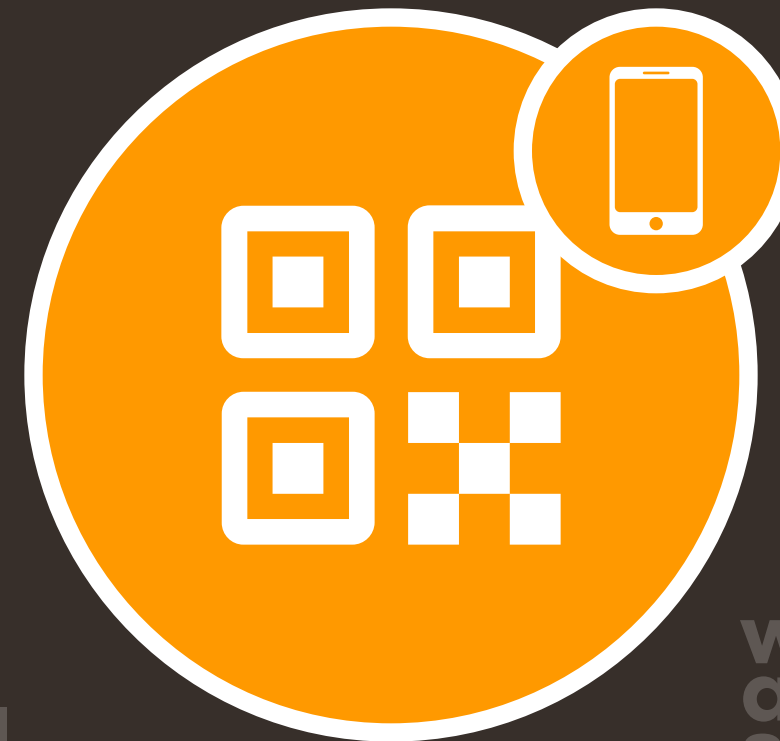
WATCH CONTENT  
ON A TV BY CASTING IT  
FROM A MOBILE PHONE\*



GWI.

37.2%

USE OR  
SCAN  
QR CODES



we  
are  
social

45.6%

USE A MOBILE PAYMENT  
SERVICE (E.G. APPLE  
PAY, SAMSUNG PAY)



GWI.

33.0%

USE A MOBILE  
PHONE AS A TICKET  
OR BOARDING PASS



16.4%

JAN  
2021

# MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



VIETNAM

## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	PARENT COMPANY
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	ZALO	VNG
04	ZING MP3	VNG
05	GRAB	GRAB
06	SHOPEE	SEA
07	VIBER	RAKUTEN
08	LAZADA	ALIBABA GROUP
09	TIKTOK	BYTEDANCE
10	INSTAGRAM	FACEBOOK

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	PARENT COMPANY
01	ARENA OF VALOR	TENCENT; SEA; NETMARBLE
02	LEAGUE OF LEGENDS: WILD RIFT	TENCENT; VNG; TAIWAN MOBILE
03	HAGO	JOYY INC.
04	AMONG US!	INNERSLOTH
05	FREE FIRE	SEA
06	PUBG MOBILE	TENCENT; VNG; REKOO; KRAFTON
07	CANDY CRUSH SAGA	TENCENT; ACTIVISION BLIZZARD
08	BRAIN OUT	EYEWIND
09	ADORABLE HOME	HYPERBEARD
10	CALL OF DUTY: MOBILE	TENCENT; SEA; VNG; ACTIVISION BLIZZARD

JAN  
2021

# MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY TOTAL DOWNLOADS IN 2020



VIETNAM

## RANKING OF MOBILE APPS BY TOTAL NUMBER OF DOWNLOADS

#	APP NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	ZALO	VNG
05	SHOPEE	SEA
06	ZING MP3	VNG
07	INSTAGRAM	FACEBOOK
08	LAZADA	ALIBABA GROUP
09	ULIKE	BYTEDANCE
10	VÍ MOMO	M_SERVICE

## RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS

#	GAME NAME	PARENT COMPANY
01	FREE FIRE	SEA
02	ARENA OF VALOR	NETMARBLE; TENCENT; SEA
03	BRAIN OUT	EYEWIND
04	WORMSZONE.IO	AZUR INTERACTIVE GAMES
05	HAGO	JOYY INC.
06	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO
07	RESCUE CUT	MARKAPP
08	SONIC CAT	BADSNOWBALL
09	TILES HOP: EDM RUSH	AMANOTES; ZPLAY
10	JOIN CLASH 3D	IRONSOURCE

JAN  
2021

# MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND\* IN 2020



VIETNAM

## RANKING OF MOBILE APPS BY CONSUMER SPEND\*

#	APP NAME	PARENT COMPANY
01	BIGO LIVE	JOYY INC.
02	GOOGLE ONE	GOOGLE
03	TINDER	MATCH GROUP
04	FACEBOOK	FACEBOOK
05	VIVAVIDEO	QUVIDEO
06	WESING	TENCENT
07	PICSART PHOTO & VIDEO EDITOR	PICSART
08	CHO TOT.VN	CAROUSELL
09	ELSA SPEAK	ELSA CORP
10	NOVELTOK-GIÁC MƠ CỦA BẠN	[N/A]

## RANKING OF MOBILE GAMES BY CONSUMER SPEND\*

#	GAME NAME	PARENT COMPANY
01	RISE OF KINGDOMS	LILITH; ORIGINAL ENTERTAINMENT
02	ARCHANGEL SWORD H5	37GAMES; WEBZEN
03	BE THE KING	CHUANG COOL
04	YONG HEROES	4399
05	ARENA OF VALOR	NETMARBLE; TENCENT; SEA
06	COIN MASTER	MOON ACTIVE
07	LORDS MOBILE	FANTASY PLUS; IGG
08	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO
09	FREE FIRE	SEA
10	RISE OF THE KINGS	ONEMT



**ECOMMERCE USE**

JAN  
2021

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



VIETNAM

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



30.8%



HAS A  
CREDIT CARD



4.1%



HAS A MOBILE  
MONEY ACCOUNT\*



3.5%



MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



20.5%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



3.7%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



4.6%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



21.2%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



19.8%

JAN  
2021

# ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



VIETNAM

SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



GWl.

85.5%

VISITED AN ONLINE  
RETAIL SITE OR STORE  
(ANY DEVICE)



77.3%

USED A SHOPPING  
APP ON A MOBILE  
PHONE OR ON A TABLET



GWl.

68.5%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



we  
are  
social

78.7%

PURCHASED A  
PRODUCT ONLINE  
VIA A MOBILE PHONE



61.4%

JAN  
2021

# ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE



VIETNAM

PURCHASED A PRODUCT  
ONLINE IN THE PAST  
MONTH: 16-24 YEARS OLD

PURCHASED A PRODUCT  
ONLINE IN THE PAST  
MONTH: 25-34 YEARS OLD

PURCHASED A PRODUCT  
ONLINE IN THE PAST  
MONTH: 35-44 YEARS OLD

PURCHASED A PRODUCT  
ONLINE IN THE PAST  
MONTH: 45-54 YEARS OLD

PURCHASED A PRODUCT  
ONLINE IN THE PAST  
MONTH: 55-64 YEARS OLD



we  
are  
social

70.6%



GWl.

81.8%



85.3%



GWl.

83.5%



75.3%

JAN  
2021

# ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



VIETNAM

TRAVEL, MOBILITY, &  
ACCOMMODATION\*



**\$3.18**  
BILLION

statista 

FASHION  
& BEAUTY



**\$1.44**  
BILLION



ELECTRONICS &  
PHYSICAL MEDIA



**\$1.57**  
BILLION

we  
are  
social

FOOD &  
PERSONAL CARE



**\$1.02**  
BILLION

FURNITURE &  
APPLIANCES



**\$1.09**  
BILLION



TOYS, DIY  
& HOBBIES



**\$917.1**  
MILLION

we  
are  
social

DIGITAL  
MUSIC



**\$16.15**  
MILLION

statista 

VIDEO  
GAMES



**\$215.0**  
MILLION



JAN  
2021

# ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



VIETNAM

TRAVEL, MOBILITY, &  
ACCOMMODATION\*



**-40.5%**

statista

FASHION  
& BEAUTY



**+37.2%**



ELECTRONICS &  
PHYSICAL MEDIA



**+32.6%**

we  
are  
social

FOOD &  
PERSONAL CARE



**+45.9%**

FURNITURE &  
APPLIANCES



**+33.6%**



TOYS, DIY  
& HOBBIES



**+34.9%**

we  
are  
social

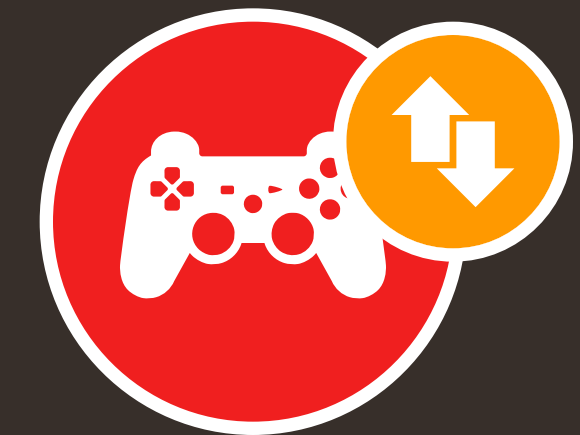
DIGITAL  
MUSIC



**+33.2%**

statista

VIDEO  
GAMES



**+35.3%**

JAN  
2021

# GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020



VIETNAM

#	SEARCH QUERY	INDEX
01	IPHONE	100
02	SAMSUNG	93
03	ĐIỆN THOẠI	84
04	OPPO	67
05	DỊCH	55
06	XE ĐẠP	36
07	SHOPEE	35
08	ĐIỆN MÁY XANH	34
09	SHOES	31
10	LAPTOP	30

#	SEARCH QUERY	INDEX
11	MÁY TÍNH	29
12	NIKE	29
13	LEGO	28
14	LAZADA	28
15	GOOGLE	27
16	THỜI TIẾT	26
17	TIKI	24
18	ADIDAS	23
19	TỦ LẠNH	23
20	MINECRAFT	20

we  
are  
social



JAN  
2021

# OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS\* ECOMMERCE MARKET (IN U.S. DOLLARS)



VIETNAM

NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA THE INTERNET\*



statista

45.60  
MILLION

TOTAL VALUE OF THE  
CONSUMER GOODS  
ECOMMERCE MARKET



\$6.03  
BILLION

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE CONSUMER  
GOODS ECOMMERCE MARKET



we  
are  
social

+36.3%

ONLINE CONSUMER GOODS  
PURCHASES: AVERAGE  
ANNUAL SPEND PER USER



\$132

JAN  
2021

# INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH



VIETNAM

MOBILE PAYMENT  
SERVICE (E.G. APPLE  
PAY, SAMSUNG PAY)



we  
are  
social

33.0%

PAID DIGITAL CONTENT\*  
(E.G. TV STREAMING, MUSIC  
DOWNLOADS, EPUBLISHING)



GWI.

82.4%

ONLINE RIDE-  
HAILING SERVICE (E.G.  
UBER, DIDI CHUXING)



38.8%

ONLINE FOOD  
DELIVERY SERVICE (E.G.  
DOORDASH, DELIVEROO)



56.0%

JAN  
2021

# OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



VIETNAM

NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



we  
are  
social

**36.23**  
MILLION

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



statista

**\$8.61**  
BILLION

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



**+19.3%**

DIGITAL PAYMENTS:  
AVERAGE VALUE OF ANNUAL  
TRANSACTIONS PER USER



**\$238**

JAN  
2021

# OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)



VIETNAM

NUMBER OF PEOPLE  
USING DIGITALLY ENABLED  
RIDE-HAILING SERVICES\*



5.38  
MILLION

TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



\$575.8  
MILLION

ANNUAL CHANGE IN THE  
TOTAL VALUE OF THE DIGITALLY  
ENABLED RIDE-HAILING MARKET



-30.9%

DIGITALLY ENABLED RIDE-  
HAILING SERVICES: AVERAGE  
ANNUAL REVENUE PER USER



\$107

**SOURCE:** STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO 2019 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. **\*NOTE:** "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP. **◇ COMPARABILITY ADVISORY:** BASE CHANGES.

JAN  
2021

# OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)



VIETNAM

NUMBER OF PEOPLE USING  
ONLINE SERVICES TO ORDER  
TAKE-AWAY FOOD DELIVERY\*



9.53  
MILLION

TOTAL VALUE OF  
THE ONLINE FOOD  
DELIVERY MARKET



\$302.1  
MILLION

ANNUAL CHANGE IN THE  
TOTAL VALUE OF THE ONLINE  
FOOD DELIVERY MARKET



+45.9%

ONLINE FOOD DELIVERY  
SERVICES: AVERAGE  
ANNUAL REVENUE PER USER



\$32

**SOURCE:** STATISTA MARKET OUTLOOK FOR E-SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTE:** "ONLINE FOOD DELIVERY" INCLUDES ORDERS FOR FOOD DELIVERY MADE THROUGH INTERNET-POWERED SERVICES, INCLUDING RESTAURANT-TO-CONSUMER AND PLATFORM-TO-CONSUMER DELIVERY SERVICES. **◆ COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.



**DIGITAL MARKETING**

JAN  
2021

# SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



VIETNAM



we are social Hootsuite® GWI.

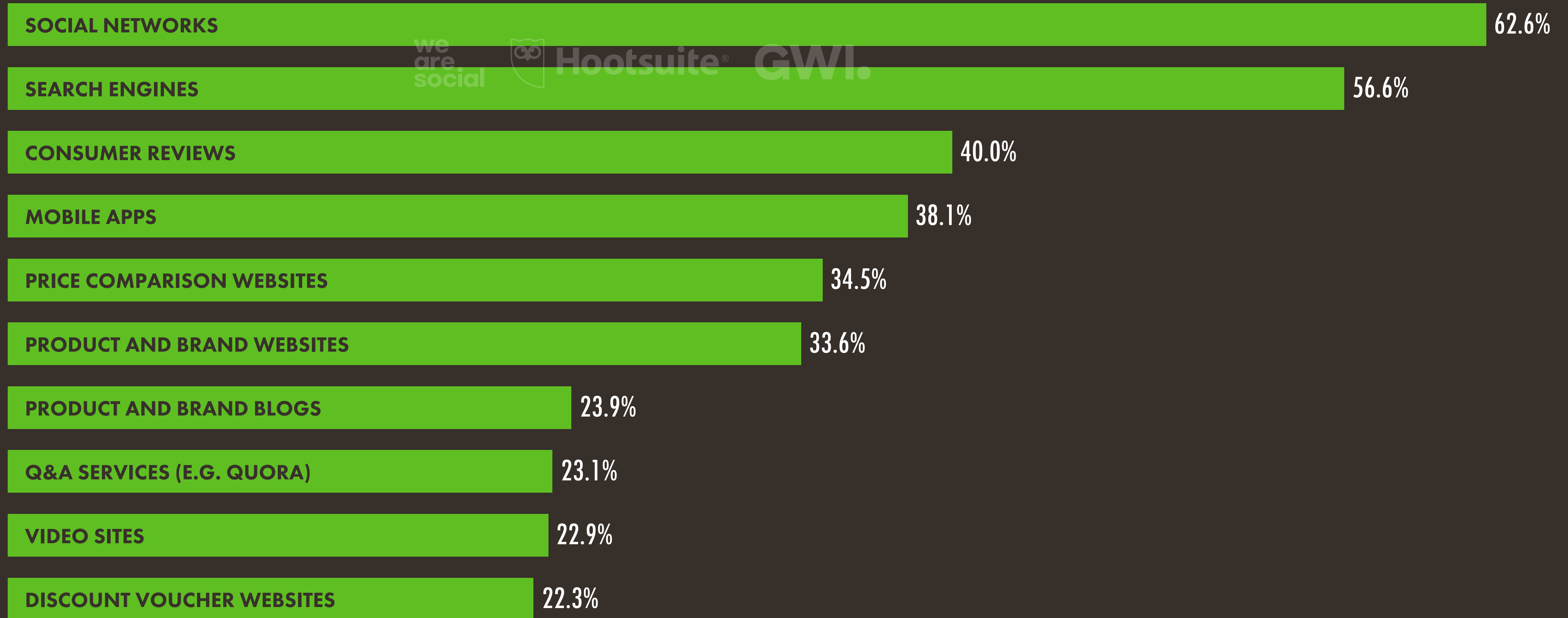
JAN  
2021

# PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS\*



VIETNAM



JAN  
2021

# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT



VIETNAM

TOTAL DIGITAL AD  
SPEND IN 2020



**\$290.0**  
MILLION

we  
are  
social

SPEND ON DIGITAL  
SEARCH ADS IN 2020



**\$115.3**  
MILLION

statista

SPEND ON SOCIAL  
MEDIA ADS IN 2020



**\$58.93**  
MILLION

SPEND ON DIGITAL  
BANNER ADS IN 2020



**\$45.59**  
MILLION

statista

SPEND ON DIGITAL  
VIDEO ADS IN 2020



**\$34.23**  
MILLION



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2020



**\$35.92**  
MILLION

JAN  
2021

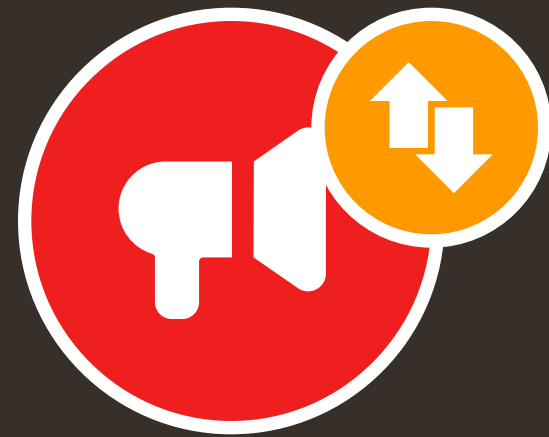
# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020



VIETNAM

YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+9.2%

we  
are  
social

YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+14.3%

statista

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+9.1%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+7.8%

statista

YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+9.0%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND



-3.2%

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
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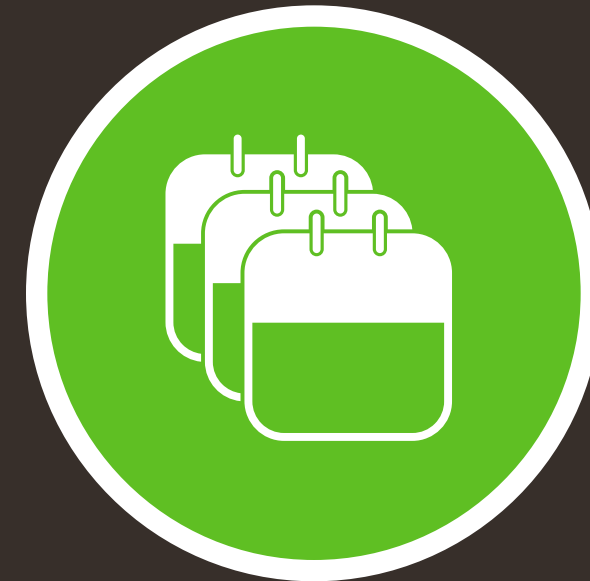


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COVERAGE**



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**96% OF THE GLOBAL  
INTERNET POPULATION**



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AND REGIONS**



**98% OF WORLDWIDE  
ECONOMIC POWER**



**MORE THAN 30,000  
INTERACTIVE STATISTICS**

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# SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

**GSMA Intelligence** is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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**1 MILLION  
REGISTERED USERS**



**BEST-IN-CLASS  
DATA**



**COVERAGE ACROSS  
150 COUNTRIES**



**UNPARALLELED  
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

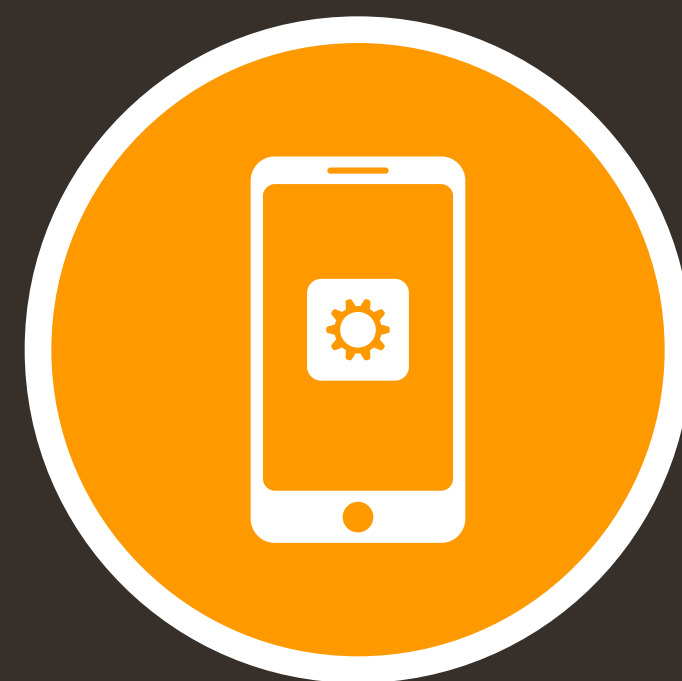


# SPECIAL THANKS: SIMILARWEB

SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



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INTELLIGENCE**



**APP  
INTELLIGENCE**



**GLOBAL  
COVERAGE**



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# DATA SOURCES

**GLOBAL HEADLINE SLIDES:** All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI\* (Q3 2020).

**INTERNET:** ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI\* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent on the internet** from GWI\* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search insights** from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI\* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content insights** from GWI\* (Q3 2020). **Smart home insights** from Statista Digital Market Outlook\* (accessed Jan 2021).

**SOCIAL MEDIA:** platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI\* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

**MOBILE:** Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI\* (Q3 2020).

**ECOMMERCE:** GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI\* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook\* (both accessed Jan 2021); GWI\* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook\* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook\* (accessed Jan 2021); GWI\* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook\* (accessed Jan 2021); GWI\* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook\* (accessed Jan 2021); GWI\* (Q3 2020).

**MARKETING:** Brand discovery and research channels: GWI\* (Q3 2020). **Market value:** Statista Digital Market Outlook\* and Statista Advertising & Media Outlook\* (both accessed Jan 2021).

**NOTE:** All data points may include extrapolations.

\*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

\*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).

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