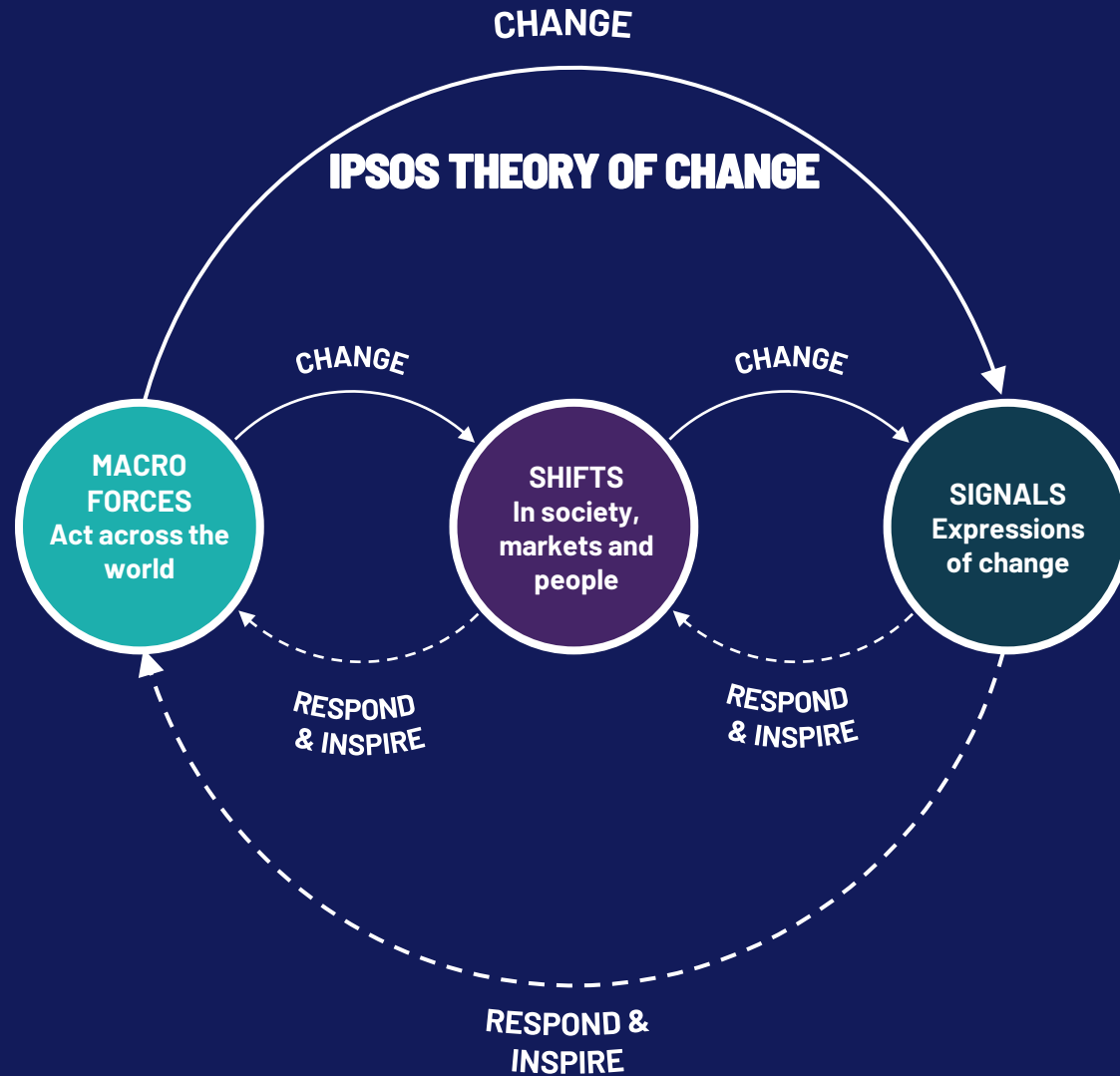


**GLOBAL
TRENDS
2024** 

**IPSOS GLOBAL TRENDS
IN SEARCH OF A NEW CONSENSUS:
FROM TENSION TO INTENTION.**

VIETNAM EDITION

Ipsos Global Trends is about what is driving changes in our markets and societies...



▶ **Our
nine
Trends**

Ipsos Global Trends at a glance

Globalisation Fractures

While the world remains highly interconnected, globalisation is seen as having winners and losers, both at the market level and personally. Focus on playing up local strengths as well as global cooperation and scale.

Splintered Societies

Rising inequality leads to a splintering of traditional structures with new ideologies and political allegiances emerging. People feel that businesses and governments need to do more. Focus on commitment to our many shared values worldwide to help lower temperatures at home.

Climate Convergence

Worldwide investment in climate resilience and mitigation is rising,

as the impacts of climate change become more evident. Focus on demonstrating commitment at the organisation and market level, but also help people feel that they are contributing, too.

Technowonder

As technology becomes more pervasive, there is a tension between excitement for all the problem-solving tools, connection and entertainment technology can bring us and concerns about privacy, job loss and potential for misuse. Focus on identifying the benefits and reducing concerns.

Conscientious Health

Health understanding is more holistic, tied to both our physical and our mental wellness. Tensions persist in terms of who has access to care. Focus on

helping people navigate this ever more complicated landscape with clear, trusted information and accessible solutions.

Retreat to Old Systems

As an escape to nostalgia is widely appealing, some people also yearn to revert to historical power structures around religion, politics, gender and more. Focus on the positive aspects of the past but realise that not everyone wants to return to it.

Nouveau Nihilism

As economic stresses are preventing many from realising their long-term dreams, a sometimes- but-not-always-fatalistic “live for the moment” attitude is rising. Focus on helping people bridge the gap between their aspirations and their realities.

The Power of Trust

As we are bombarded with information, we crave authentic messages from trusted sources but have a harder time figuring out who and what to believe. Focus on aligning your shared values with those of your audience to build trusted relationships.

Escape to Individualism

As the world feels overwhelming, people are focusing on one thing they can control – themselves. But there’s a tension between those who strive for stature and those who focus more inward. Focus on leveraging trusted relationships to help people express their identities as they choose, even if they choose historical norms.

Globally: From 5 million data points and an analysis of Macro Forces and Signals we generated 9 Trends

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In Vietnam:
Among 1,005 urban
adults from 18-74
years old, 6 out of 9
trends are most
resonating.

 Relevant in Vietnam


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OVERALL CONTEXT



Optimism in Turbulence

Unlike the past, this year observes true presence of different disruptions onto Vietnam market landscape. Whereas some global macro forces are not so relevant like social fluctuations, geopolitical crises, etc.; others are specially making notable impacts such as economic decline, unemployment, advances in technology, or the fight for wellness and the environment, etc. – against which people & organizations are expected to act.

One thing remains, Vietnamese consumers continue to nurture optimistic spirit despite the stresses of today – with 87% from our survey expressing overall happiness, higher than APAC (74%) & global (76%) average.

87%

**Vietnamese feel happy –
taking all things together**



Base:

1,005 adults from 18-74 years old surveyed between 15 February and 23 April 2024

Living – And Navigating – The Moment

In time of instability, we see the widespread sentiment that it's better to live for today because tomorrow will simply take care of itself.

On hindsight, this mentality does not mean complete care-free for tomorrow. To many, traditional milestones like buying houses, getting married & starting families are still a norm to achieve yet at the same time felt out of reach due to financial realities or the rushing pace of life. Many Vietnamese choose to prioritize making today more enjoyable; while still starting to save for the unknown future.

Key take-away:

The tensions of consumers lie on: How to deal with the uncertain future while still taking a moment to enjoy today? How can businesses & brands seize the opportunities & empower them to bridge the gap between reality & aspirations?

77%

agree that **"The important thing is to enjoy life today, tomorrow will take care of itself"**

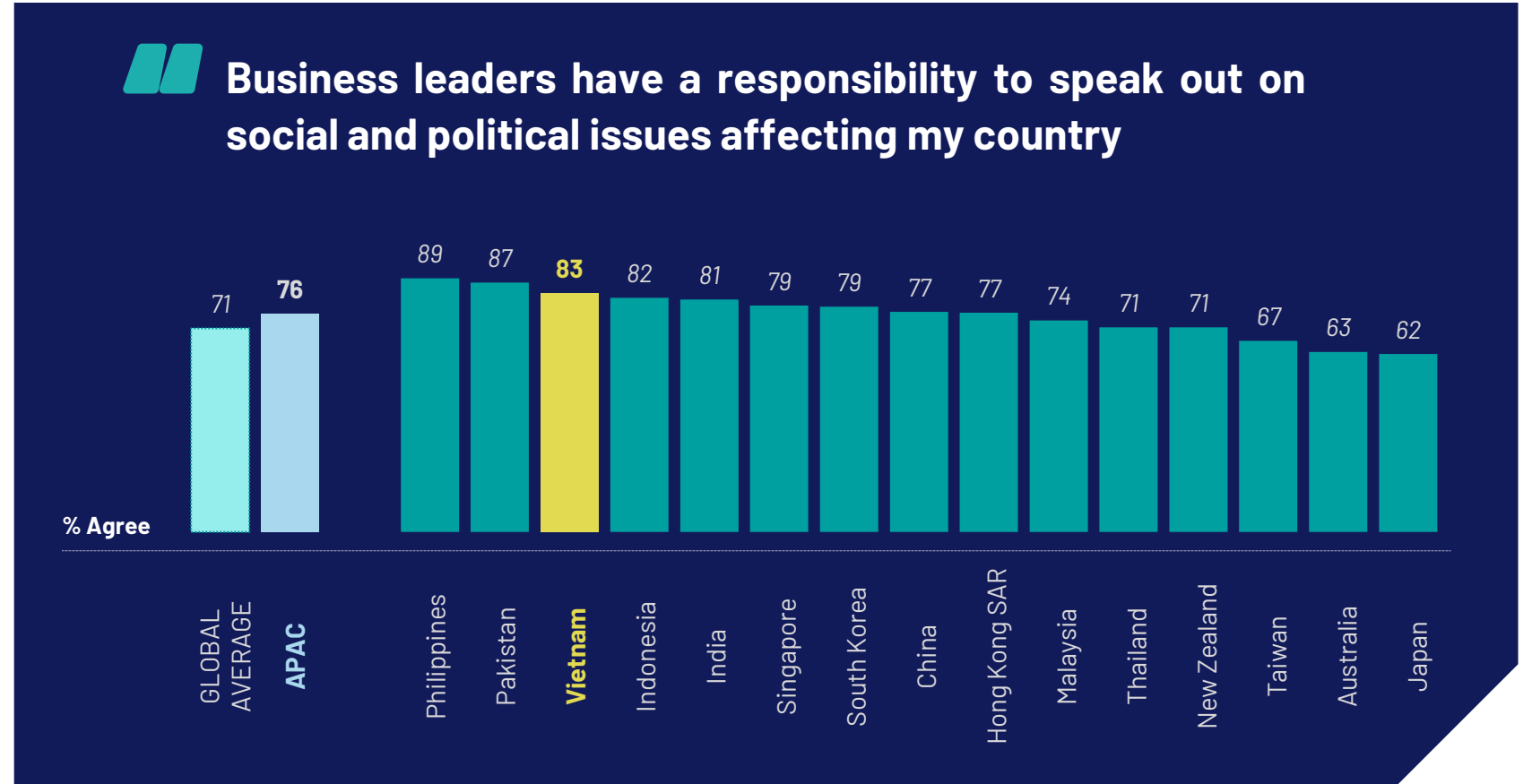
87%

agree that **"It's important that I save today because the future is uncertain"**

Expectation of Business Leaders

In the turbulence, consumers still put high trust in business leaders, simultaneously expect them to not just empathize & steer them to the right direction, but also raise voice on the social issues that matter.

With great power comes great responsibility – it is crucial for brands to understand the signals & tensions that drive consumers choice in this deeply disrupted environment.



Base:

1,005 adults from 18-74 years old surveyed between 15 February and 23 April 2024

GLOBAL TRENDS

From **Vietnamese Tensions** to Intentional Business Opportunities





GLOBALIZATION FRACTURES

While there is support for intentional brands, people are willing to spend extra for local products.

Forget GLOCAL, the new paradigm is LOBAL (Local come first.)



CLIMATE CONVERGENCE

While acknowledging the importance of climate issues, Vietnamese consumers prioritize their personal agendas more. They are taking actions within their capacity but expect businesses to lead on broader climate initiatives.





TECHNOWONDER

There is excitement around new technologies, yet a lack of understanding persists. They trust companies to implement technologies responsibly. Businesses have the opportunity to educate consumers, bridging knowledge gaps and building trust.



CONSCIENTIOUS HEALTH

Vietnamese consumers are increasingly embracing holistic health and self-care, tied to both physical and mental well-being. They actively seek information and take charge of their health decisions. Businesses can cater to this trend by offering products and services for holistic wellness and providing reliable information and resources.





REGAINING POWER OF TRUST

Consumers are willing to pay more for a superior customer experience. However, many feel that their experiences are often worse than promised. Businesses can regain trust by focusing on customer experience and building genuine relationships with their customers.





ESCAPE TO INDIVIDUALISM

Many Vietnamese consumers seek exploration and new experiences, while others prioritize slowing down and simplifying their lives. Businesses can cater to both these desires by offering diverse products and services that cater to individual needs and aspirations.



GLOBAL TRENDS 2024

Reach out to learn more:
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